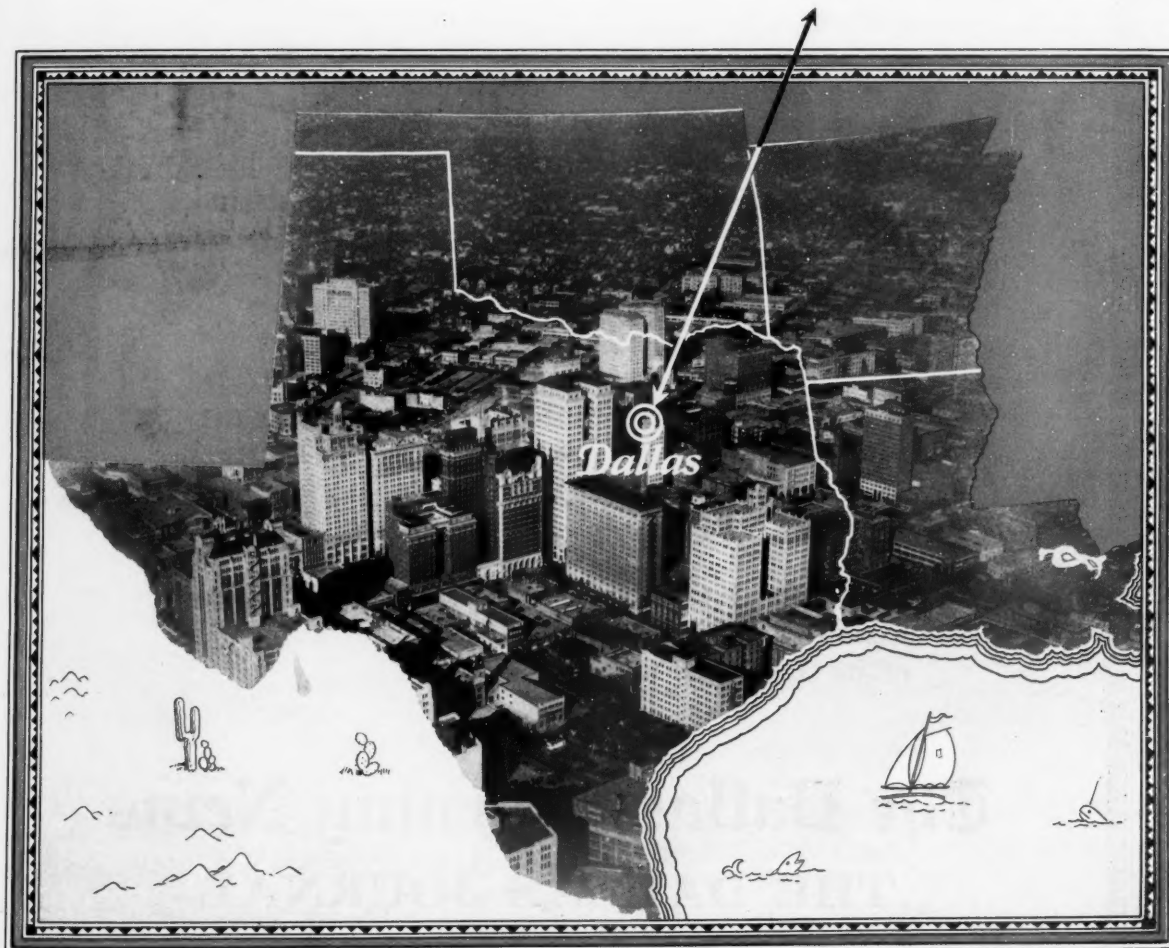


DALLAS

OFFICIAL PUBLICATION *of the* DALLAS CHAMBER of COMMERCE

Vol. 8
March 1929
No. 3

Center of A
\$6,000,000,000.00
<Market>



IN THIS ISSUE

Classified Membership Directory

Serving the Southwest—Southwestern Sports Capital—To Build a Greater Dallas—New Members—Junior Chamber News—Monthly Statistical Information—Plans for Rotary Convention.

There Is No Substitute for the A. B. C.

The Dallas News, Journal and Semi-Weekly Farm News do not issue their own circulation statements. They do not even employ their own auditors.

The Audit Bureau of Circulations, which audits the records and verifies the circulations of these papers, is an independent and impartial organization maintained by the newspapers, periodicals and large advertisers of America. All but a scattered handful of the nation's publishers are members of this body.

In addition to verifying the *amount* of circulation the Bureau determines the kind (whether carrier, agent, mail or street sales) and the location (city, suburban, country) according to standard definitions of its own.

The A. B. C. is maintained as an aid and protection to advertisers. We'll gladly furnish copies of its statements upon request.

The Dallas Morning News
THE DALLAS JOURNAL
The Semi-Weekly Farm News

Outdoor Advertising Business a Real Asset to Any Community

*Buys Material and Furnishes Employment
In Towns Where It Is Operated*

THE presence of a properly conducted outdoor advertising business is a valuable asset to any community. In Dallas, this business is handled by United Advertising Corporation of Texas, and Dallas Poster Advertising Co., progressive organizations whose members take an active part in all worthwhile social and business activities among our citizens.

Outdoor Advertising is a *local* business. It employs local help, such as carpenters, painters, electricians, unskilled labor, bill posters, truck-drivers, office employes, salesmen, artists, etc. It is also a large local purchaser of material, such as paint, tools, lumber, structural steel, electrical fixtures, etc. It is also a large consumer of electric current used in illuminating its displays.

Outdoor Advertising brings money into a town. The money the national advertiser pays for space is spent for wages, material, lease rentals, taxes, etc., right in the town where the advertising appears. Lease rentals give returns on property which in many cases would be absolutely valueless to the owners, and in many cases rentals are sufficient to pay taxes.

The total local payroll and material expenditure by outdoor advertising concerns in 16,000 American communities runs into millions of dollars a year.

Outdoor Advertising brings national advertising into a town and localizes it. Products can be advertised which the people in the town have need of, owing to special climatic and industrial conditions. Along with all advertising, Outdoor Advertising has done its share to elevate American standards of living by bringing more and better kinds of food, clothing and every other product that makes life better within reach of inhabitants of every community of the country.

National Outdoor Advertising in a community benefits the local retailers by advertising the goods which they themselves sell. Often the dealer's name and address appear on the displays.

Outdoor Advertising offers local retailers and other businesses an effective and economical advertising medium. By means of stock posters, hand

painted posters or painted displays, a concern can get all the advantages that a national advertiser secures at a tiny fraction of the expense.

By means of Outdoor Advertising local outlets for goods can tie up with national campaigns in outdoor or other mediums.

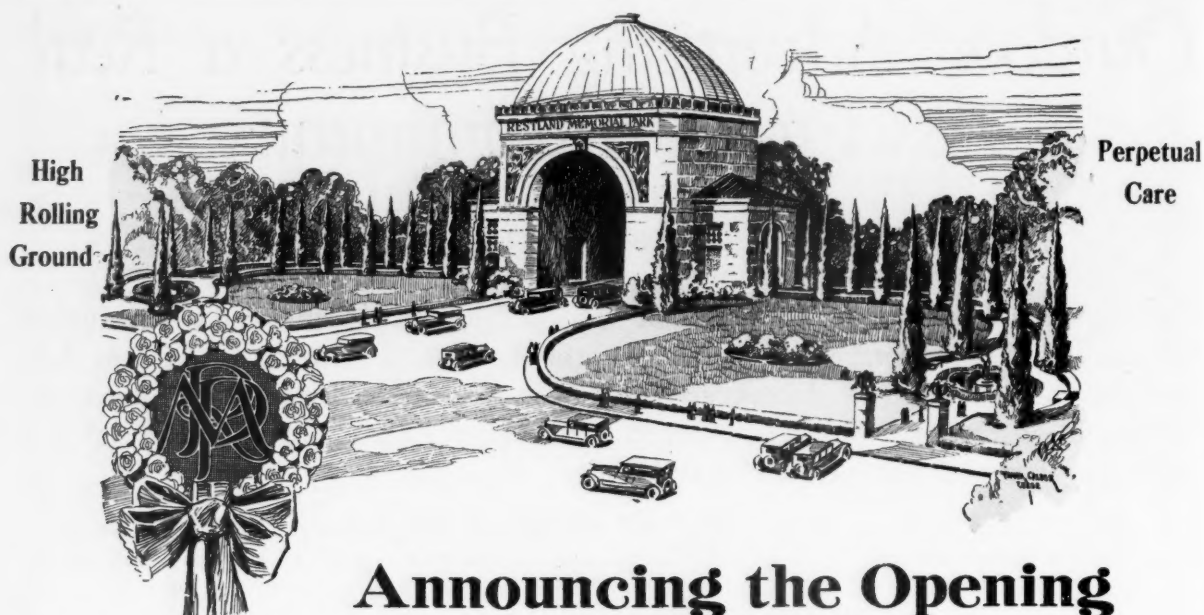
Outdoor Advertising makes available to a community an advertising medium which is always ready to assist in a good cause, such as: (a) National Red Cross, Boy Scouts, American Legion, and (b) local movements, Community Chests, hospital drives, Clean-Up Weeks, etc.

Outdoor Advertising encourages artistic development and appreciation in two ways—(a) because the displays in themselves are works of art which develop public appreciation and (b) by fostering poster design contests in schools in co-operation with the National Poster Art Alliance.

The leaders of the Outdoor Advertising Industry of the United States are responsible progressive American business men of the best type, who are engaged in rendering a national service which benefits everybody by lowering distribution costs. They are always represented in the best mediums and activities of their respective communities and very often occupy public office.

By means of the Outdoor Advertising Association of America, operators are working for the improvement of the industry and to develop a better understanding of its problems and of its economic necessity to the business development of the country.

Finally, the men who conduct the Outdoor Advertising business realize that their medium is only a part of the entire activity of advertising and they are always working to bring about co-operation between it and other mediums for the benefit of all. (*Advertisement*)



Announcing the Opening OF SECTION "H"

The Beautiful, Central Drive, Hillside Section,
Overlooking Lily Pool and Entire Grounds.

SECTION "H" is readily recognized as one of the most beautiful sections in Restland Memorial Park, and at this moment offers the greatest value in every direction. Hundreds of Dallas families will select their plots in this section immediately. We predict the entire section will be sold out by May 1st.

Thousands of dollars have already been spent to make this magnificent Memorial Park development the most modern, up-to-date, park-

p'an cemetery in the South, and approximately \$60,000.00 is being spent this Spring on new development and beautification plans in the grounds.

Drive out and inspect this property during the Spring Months, and see nature in all its beauty. And, if you desire a lot in Section "H", don't delay—or wait until necessity forces your hand—but make up your mind NOW that you are going to avail yourself of one of these beautiful plots for your family.

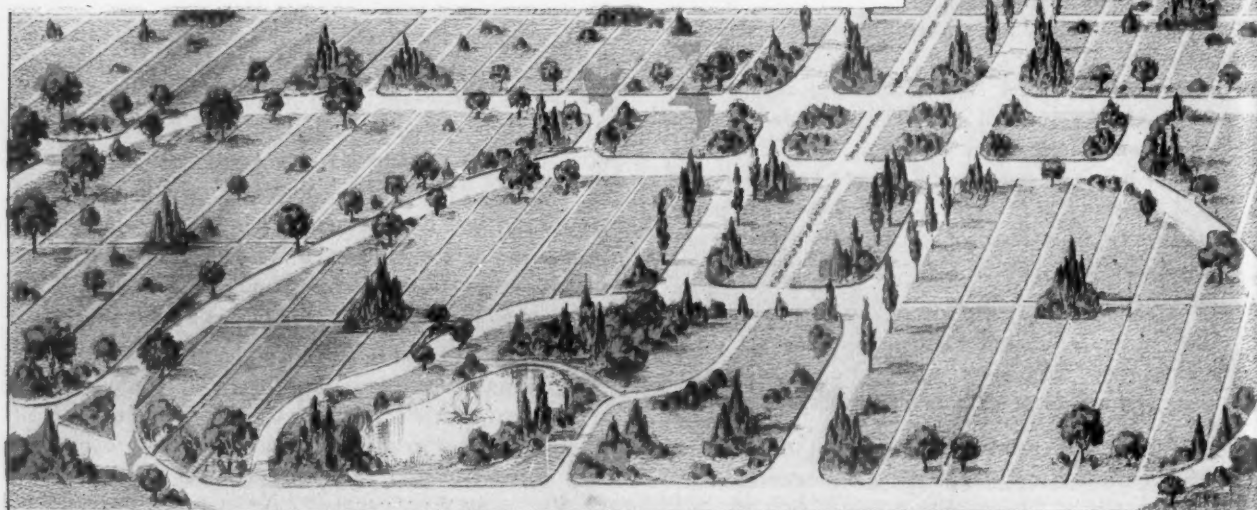
Plots may be purchased on reasonable installment terms. No interest, no taxes, or future assessments.

The Restland Courtesy Cars are at your disposal at any time, without any obligation whatsoever, to convey you to our property to inspect or select a lot.

Day Phone—2-1546

Night Phone 3-6172

Restland Memorial Park



You Can Fire a Rifle Bullet or Bird Shot Through a Printing Press

Whether going after big individual contracts from a restricted number of prospects or whether after smaller orders from random sources there is nothing so effective as aiming through the sights of the modern printing press.

Definite information, given neatly and invitingly through having been printed, can enable the individual prospect to absorb information at a time best suited to him.

Nothing so attracts any man as to have presented to him information that has been printed up for his own convenience. This is the rifle ball of printed matter.

Where prospects are scattered and too much time cannot be given in personal selling there is nothing so economical as mailing broadsides and folders to attract interest. Sending out mailing matter on a list of names is the shotgun method of using printing.

Boyd's, devoted exclusively to printing, can prepare the nicest of brochures to fit the most exacting needs.

If the need is for less expensive pieces and more of them Boyd's can produce them most efficiently.

BOYD PRINTING COMPANY

1323-25 WOOD STREET — PHONES: 2-8043; 2-8044

DALLAS, TEXAS



Building With the Southwest

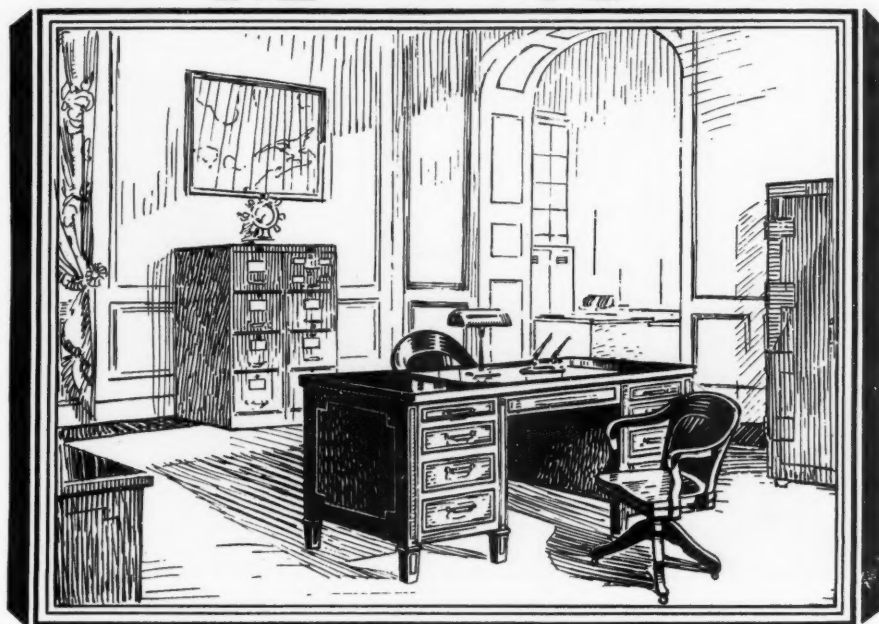
SOUND business principles, progressive policies and a background of more than a half-century of active service to banks, corporations and individuals have been important factors in the building of Texas' largest bank.

Its able direction by men of vision and business leadership constantly identifies it with the economic and industrial development of the Southwest.



Desks of STEEL

for Men of Action



When men of affairs choose office surroundings to fit their character... these finely wrought steel desks give impressive dignity... permanent beauty.

WHAT kind of furniture do you see to-day in the offices of commanders of big business?

More likely than not, it's Art Metal.

For these big executives know the importance of a proper setting... that quietly demands respect from business associates.

They have discovered that Art Metal equipment gives impressive beauty... permanent, smooth-running service... that it speeds up their work and inspires them to do their best.



Why Art Metal is the ideal Executive furniture

Executive desks of Art Metal keep their handsome appearance through years of hard wear. Sturdily welded and bolted, they never ask repair or replacement.

Art Metal desks cannot splinter, warp, nor crack. Their beautiful enamel finish keeps permanently smart and trim.

Drawers never stick... locks never refuse to work. You have the unqualified assurance of perfect, easy operation at all times.

Ask for catalog

We shall be glad to furnish you with a catalog illustrating and describing these executive desks in full detail, if you will phone your request. Or better yet, come in and make a personal inspection. We shall be happy to welcome you at any time.

CLARKE & COURTS

Manufacturing Stationers—Complete Office Outfitters

1506-08 Young Street

DALLAS

Free Parking Space in Rear of Building

INTERESTING OFFICES



PRIVATE OFFICE MR. W. A. PHILPOTT, JR., SECRETARY, TEXAS BANKERS ASSOCIATION

Prominent Association Executive Selects Doten-Dunton

Wishing to create in the executive offices of the Association, the atmosphere of dignity and conservatism, Mr. Philpott selected Doten-Dunton furniture for both private office and reception room. The calm dignity and pleasing arrangement of Mr. Philpott's office illustrated, are reflected throughout the entire suite. However varied the requirements, Stewart can equip offices in the best of taste, within any budget limit. Our service includes every detail of arrangement. For everything you need in business furniture, get in touch with

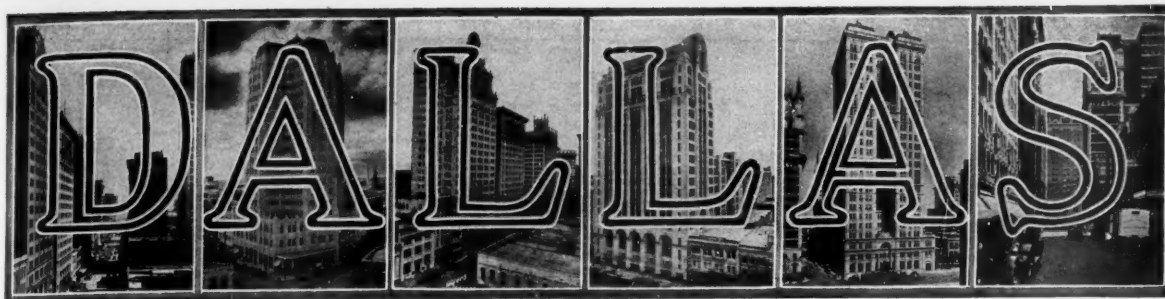
DESK HEADQUARTERS

STEWART OFFICE SUPPLY Co.

1810 MAIN STREET

DALLAS, TEXAS

COMMERCIAL STATIONERS



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Published monthly by the Dallas Chamber of Commerce. Subscription price, \$1.50 per year. Entered as second class matter Feb. 6, 1922, at the Postoffice at Dallas, Texas, under act of March 3rd, 1879.

Volume 8

March, 1929

No. 3

Serving The Southwest

By JULIAN CAPERS, JR.

A wide realization by the people who live in the Southwest—Texas, Arkansas, Oklahoma and Louisiana—of the importance to this entire section of the work which is being done in their behalf by Industrial Dallas, Inc., in its \$500,000 advertising campaign, is becoming increasingly evident as the campaign nears the end of the first year.

Clippings from newspapers throughout the territory, particularly from Texas cities other than Dallas, describing in detail the efforts of the advertising copy to interest the remainder of the United States, not entirely in Dallas alone, but in this great area wherein 12,000,000 people live and produce wealth, testify to the gradual spread of the appreciation of the real magnitude of the work being done for the Southwest by Industrial Dallas, Inc.

The sponsors of the advertising campaign, early in the preliminary studies decided that Dallas has prospered in the past, and can prosper in the future, only in proportion to the growth and development of the great Southwestern market; and it was recognized that the task of building Dallas was in reality a problem involving the development of the entire area tributary to Dallas.

Evidence of this intelligent comprehension of the task in hand is seen in the preparation of the copy for many of the advertisements which have appeared since last May in The Saturday Evening Post, the Literary Digest, and other nationally circulated magazines being utilized for the campaign. Large space has been devoted to chronicling the resources, the potentialities, the wealth the the opportunities of the Southwest. It is quite conceivable that other Texas cities than Dallas have already profited from the informa-

Dallas has grown to its present importance because of the surrounding country and the city's location as a natural center which, in time, became the focus of distribution facilities. First agriculture and live stock and later the discovery of oil gave employment and produced wealth which caused the city to grow and prosper.

—Lockwood, Green & Co. Survey.

tion thus published, if an absolutely accurate check were possible; for it is obvious that the interest of a business executive in this new and fast developing market area may easily have

been stimulated by reading the Industrial Dallas advertising, but some other Southwestern location than Dallas may have proved more advantageous to a particular individual line of business than Dallas itself. The continuing progress of other Southwestern cities—Fort Worth, Houston, San Antonio, Galveston, and the rapidly growing group of West Texas cities, may, in fact, have been quite definitely fostered and stimulated by publicity on the Southwest—the general location of all of them—paid for by Industrial Dallas, Inc.

One of the certain and directly traceable benefits which the Industrial Dallas campaign has already conferred upon the Southwest—and in fact, upon the whole South—has been the example of Dallas in advertising its advantages and possibilities. This activity has stimulated at least a dozen cities to consider the feasibility of advertising their own advantages, since they have observed with keenest interest, the success which so far has resulted from Dallas' activity. Inquiries which have come from Chamber of Commerce, advertising agency, municipal officials, and individual business men, about details of the Dallas campaign, have reflected this interest among our neighbor communities. The Dallas campaign was carefully studied by interested persons in New Orleans before the Crescent City recently formulated its plans for a \$500,000 national campaign; advertising was started last year in Galveston; Oklahoma City took advantage of the bringing in of a new oil well almost within the

(Continued on page 53)

Southwestern Sport Capital Faces a Busy Season

By FLINT DUPRE



DALLAS' distinction of being the sport center of the entire Southwest again may be realized if the year of 1929 is as successful as present indications point to. It was in 1926 that local teams in every field of sports captured all championships they went after. It was a banner year and it caused the city of Dallas to be acclaimed the "sporting center of the Southwest."

The success of Dallas in 1927 and 1928 has not been as great as the banner year, but 1929 is being pointed to as a season deserving of as many honors as 1926 held for the sport champions. To regain her lost title, Dallas must win high honors in every competitive sport.

The Steers must win the Texas and Dixie flags, the Southern Methodist Mustangs must capture the Conference title, the amateurs must win the State title, the high school and academy football teams must come through, the municipal and professional golf players must make an impressive showing, and the park teams for youngsters must make as good a showing as the younger athletes do in other cities.

When the named titles have been tucked away, Dallas again will be hailed as the outstanding sporting city in the Southwest. For the assignment the local athletes are in good condi-

tion. The Steers have rejuvenated a new team under a new manager, and the players are veterans. Their prospects of winning the Texas League pennant are said to be as good as any other nine in the league.

Never before has there been as much interest in the amateur baseball teams as is being displayed this season. Already the nines are out on the field of practice, with the first games scheduled in a week or so. Prospects for at least seventeen leagues are bright, and more may be added after the campaign is under way.

The amateurs have one of the longest and hardest grinds of any division of sports in Dallas. Starting in early April the final games are reeled off around the last of August. Some teams adopt a schedule of as many as twenty games and usually play several practice contests.

There were seventy-five teams on the Dallas sandlots last year and there may be more this season. More than 500 players heard the call of baseball, donned a uniform and performed as part of the large array of sandlotters.

Trophies will be offered to the winning teams in each of the various leagues this year by sporting goods

firms and the Park Department. All of the teams again will play under the rules and regulations announced by the Park Board of which Foster Jacoby is parks director.

Six Sunday School amateur leagues will be under the supervision of George W. Roesler, physical director of the Young Men's Christian Association. Many of the Sunday School loops will be composed of six and eight teams. They will be awarded trophies by the Y. M. C. A.

One of the outstanding features of the current sport year is the outlook for the athletic contests sponsored by the Park Department. In June, track and field meets will be held at the forty-two supervised playgrounds and in July the annual championship tournament will be held at Lake Cliff Park, with boys and girls contesting in four divisions; the junior boys and junior girls under thirteen years of age, and the senior boys and senior girls under sixteen years.

Fifteen hundred children participated in the croquet tournaments last year on the playgrounds, 350 entered the annual municipal golf meets, 2,241 took part in Park track activities, 1,475 were entered in aquatic meets, 600 passed the sportsmanship memory contest, 1,650 played baseball on the park diamonds and 500 took the life saving test in swimming. In announcing the figures Mr. Jacoby stated that all of the divisions anticipated an increased number of participants this year.

Fifty city tennis courts make it possible to stage annual tennis tournaments for children and adults and to later have a final meet. As in previous years, the tennis tourney will be held with champions to be announced in the boys and girls singles and doubles, the men and ladies singles and doubles and the mixed class.

The baseball enthusiasts have thirty city diamonds to hold their contests on. In many of the parks the players already have organized teams and the finals this year are expected to be more exciting than ever before.

Mr. Jacoby announced that the park department would assist the American Legion in its endeavor to influence the Dallas boys to form American Legion baseball leagues, and to enter a city team in the State run-off in August.

Golf devotees will be in for their share of championship tournaments for many are scheduled during the



Future Babe Ruths

(Continued on page 54)



Photo by R. M. Hayes

To Build a Greater Dallas

A CITY is built, not by a small group of public spirited individuals but by the entire citizenship of that city working as a whole, in harmony and to one purpose.

Realizing this the officers and directors of the Dallas Chamber of Commerce have called together 100 representative men of the city to meet with the board of directors each month. The full council of 121 men will initiate a more comprehensive program of city development and will jointly carry out those projects already outlined.

Representing as it does a cross-section of Dallas the council will be able to watch and strengthen every item of growth, insuring a balance of development by which every member of the Chamber will profit regardless of his classification.

The following 100 men make up the Council:

J. B. Adoue, Jr., National Bank of Commerce.

Alfred O. Andersson, The Dallas Dispatch.

A. R. Andrews, Andrews-McDowell Company.

A. H. Bailey, Higginbotham-Bailey-Logan Co.

Rhodes S. Baker, Thompson, Knight, Baker & Harris.

A. T. Barrett, Dixie Motor Coach Corporation.

P. H. Bennett, Bennett Printing Company.

Fred A. Brown, Graham-Brown Shoe Company.

Barry Burke, Publix Theatres Corporation.

E. R. Callier, Trinity Cotton Oil Company.

Dr. David W. Carter, Jr., Physician, Medical Arts Building.

W. E. Carter, Clarence Saunders Stores.

Dr. E. H. Cary, Medical Arts Building.

Warner Clark, The California Company.

C. M. Cockrell, Cockrell Electric Company.

Carr P. Collins, Fidelity Union Life Insurance Company.

Dr. N. R. Crozier, Superintendent of Schools.

T. M. Cullum, Cullum & Boren Company.

J. O. Davis, Morten-Davis Company.

Dr. J. Q. Dealey, A. H. Belo Corporation.

G. B. Dealey, Dallas News-Journal.

L. B. Denning, Lone Star Gas Company.

Geo. L. Dexter, Chas. L. Dexter & Company.

Dr. Elbert Dunlap, Physician, Medical Arts Building.

W. C. Duntun, Duntuns Cafeteria.

Earl Fain, Shippers Compress & Warehouse Company.

W. D. Felder, W. D. Felder & Company.

Lewis R. Ferguson, Lone Star Cement Company Texas.

Royal A. Ferris, Jr., Browning-Ferris Machinery Company.

Dr. A. E. Flowers, Flowerdale Farm.

W. I. Ford, Interstate Fireproof Storage & Transfer Company.

M. I. Freedman, Roos-Freedman-Shayn Company.

J. D. Gillespie, Dallas National Bank.

Tom C. Gooch, Dallas Times Herald.

J. L. Goldman, J. L. Goldman & Company.

W. A. Green, Jr., W. A. Green Company.

T. W. Griffiths, Griffiths & Company.

Sam Hargreaves, Hargreaves Printing Company.

Otto Herold, Stoneleigh Court.

J. K. Hexter, Linz Building.

Karl Hoblitzelle, Majestic Theatre.

C. W. Hobson, General Electric Company.

Frank P. Holland, Farm & Ranch.

N. H. Howard, W. T. Grant Company.

E. H. Hulsey, Fenner & Beane.

Connie N. Hilton, Hilton Hotel.

S. W. English, Texas Inspection Bureau.

Gilbert H. Irish, Attorney, American Exchange Bank Bldg.

Chester L. Jones, Sanger Bros., Inc.

A. P. Johnston, The Southern Supply Company.

Fred E. Johnston, Johnston Printing & Advertising Company.

T. P. Junkin, Investment Securities Company.

James C. Kennedy, Central & Southwest Utilities Company.

Edwin J. Kiest, Dallas Times Herald.

W. E. Kingsbury, Kingsbury Brokerage Company.

J. L. Lancaster, Texas & Pacific Railway Company.

Otto H. Lang, Lang & Witchell.

A. J. Langford, Ford Motor Company.

Joe E. Lawther, Liberty State Bank.

R. Liebman, Texas Paper Company.

Simon Linz, Linz Bros.

J. G. Loving, Dallas Building & Loan Ass'n.

Chas. L. Maillot, Maillot & Stewart.

Herbert Marcus, Neiman-Marcus Company.

Z. E. Marvin, Marvin's Pharmacy.

Dr. R. B. McBride, Physician, Medical Arts Building.

H. E. McGee, Missouri-Kansas-Texas Railway Company.

Richard Meriwether, Dallas Railway & Terminal Company.

Homer R. Mitchell, Texas Employers Insurance Association.

C. J. Moore, The Brown-Crummer Company.

T. J. Mosher, Mosher Steel & Machinery Company.

L. R. Munger, Industrial Insurance Company.

Owen M. Murray, The Murray Investment Company.

Chas. H. Newell, The Dallas Dispatch.

W. H. Noble, The Texas Company.
C. L. Norsworthy, C. L. Norsworthy Co., Inc.

John T. Orr, 3520 University Blvd.
J. H. Pearlstone, Pearlstone Mill & Elevator Company.

E. Gordon Perry, Perry Motor Company.

J. A. Pondrom, City National Bank.

Hugh E. Prather, Flippen-Prather Realty Company.

W. L. Prehn, Southwestern Bell Telephone Company.

D. C. Sanders, Merchants Fast Motor Lines.

Charles Saville, Lee & Lee, Union Central Life Insurance Company.

Otto Schubert, Jr., Adolphus Hotel.
G. Mabry Seay, Seay & Hall.

Dr. Chas. C. Seelman, Southern Methodist University.

Julius Schepps, Schepps-Kleber Baking Company.

Ray Shelton, Shelton Chevrolet Company.

J. Fred Schoellkopf, The Schoellkopf Company.

Cruger T. Smith, Craddock & Smith.

Frank M. Smith, Oriental Oil Company.

J. R. Thomson, Coca-Cola Bottling Company.

C. E. Ulrickson, Trinity Portland Cement Company.

R. W. Van Valkenburgh, Graybar Electric Company.

Harold F. Volk, Volk Bros. Company.

Geo. S. Watson, The Watson Company.

Gus K. Weatherred, Dallas Transfer & Terminal Warehouse Company.

Christian C. Weichsel, Dallas Trust & Savings Bank.

Henry P. Willard, Willard Hat Company.

Geo. W. Works, Dallas National Bank Building.

April Conventions

There is every indication that 1929 will show more conventions in Dallas than any preceding year. As this is written 142 conventions or similar gatherings bringing groups of visitors to Dallas have been held or are listed to be held here during the first four months of the year alone. January alone brought 56.

April 3—M. K. T. Railway of Texas, Annual Meeting.

April 3-4—American Petroleum Institute Division of Development and Production Engineering.

April 4-5—Texas Ginners Association.

April 5—Goodyear Tire and Rubber Company, Sales Conference.

April 1-6—J. C. Penny Company.

April 7-10—Southern Secretaries Association.

April 8-10—Texas Commercial Executives Association.

April 10-12—Women's Foreign Missionary Society, M. E. Church.

April 13-14—Fourth & Fifth Dis-

tricts American Legion, Texas Division.

April 14-15—Texas Humane Society.

April 15-16—Texas Bus Owners Association.

April 15-16—Texas-Louisiana Retail Jewelers Association.

April 21-23—American Society of Civil Engineers.

April 22-23—Eastern Star School of Instruction.

April 23—Methodist Episcopal Church, South, North Texas Conference.

April 24-26—American Society of Civil Engineers, Texas Division.

April 26—Texas Association of Junior Colleges.

April 26-27—Texas Association of College Registrars.

April 26-27—Texas Association of Colleges.

April 28-May 1—Texas Association of the Baking Industry.

April—State Board of Nursing Examiners.

April—State Executive Commission, Y. M. C. A.

April—Texas-Louisiana Tariff Bureau.

April—Vacuum Oil Company, State Sales Conference.

New Members

The following new budget members were added to the roll of the Chamber of Commerce during the thirty day period just ended:

Chase Bag Company, 1111 South Lamar, manufacturers of bags and bagging.

Eproson & Company, 906 Southwestern Life Building, road contractors.

The Southwest Telephone Company, 3901 Main Street.

Radio Corporation of America, Santa Fe Building, radio distributors.

Dallas Plumbing Co., Inc., McKinney and Fairmount, plumbing and fixtures.

Southern Paving Company, 414 Allen Building, paving contractors.

John E. Mitchell Co., 3806 Commerce, manufacturers cotton gin machinery.

The following individual memberships were received:

C. I. T. Corporation, 808 Republic Bank Building, Automobile Finance.

E. C. Hoxie, Rep. Butterick Pub. Co., 1003 Republic Bank Building, Publication circulation.

Remington Cash Register Sales Co., 2016 Main St., New and Used Cash Registers.

U. S. Automobile Association, 707 Dallas National Bank Building.

A. K. Garwick, 4414 Worth St. General Contractor.

Southwest Stone Co., 404 Santa Fe Building.

H. J. Curtis, 907 Camp St., Contractor and Builder.

T. J. Galbraith, 516 Slaughter Bldg., Architect.

Harry Guggenheim, 415 Slaughter Building, District Manager, National Detective Agency.

Hooten Motor Line, San Saba, Texas, Motor Freight Line.

A. J. Krank Mfg. Co., 905 Republic

Bank Building, Mfgs. of Toilet Articles.

Syntron Texas Company, 2933 Main Street, Electric hammers, saws, drills, etc.

Woodworking Machinery Sales & Supply Co., 309 North Harwood St., Woodworking machinery and tools.

W. H. Kittrell, Jr., 408 Southland Life Building, Clipping Bureau.

Gough Motor Company, Ervay & Cadiz Sts.

Whippet and Willys-Knight automobiles.

Fred F. and C. F. Peterman, 1222 Mercantile Bank Bldg., Architects and construction engineers.

Household Furniture Company, 1011 Elm St.

American Roofing Company, 3213 1/2 Ross Ave., Roofing.

Argyle Apartments, Oak Lawn Ave. & Hall St.

American Pastry Company, 3217 Ross Ave.

B. Y. Boyd, M. D., 204 Lansing Bldg.

Baker's Shoe Store, 1608 Elm St.

Garrity & Shiels, Inc., 1103 Main St., Radios and supplies—retail.

Hall & Purse, Inc., 601 Elm St., Wholesale furniture.

Lafayette Packing Corporation, 3201 Worth St.

Oscar S. Myres, 719 American Exchange Bldg., Attorney.

The J. B. McCrory Company, 518 Praetorian Bldg., Engineers and contractors.

Stamps-Baxter Music Company, 221 Lansing Building, Publishers—song books and music.

D. M. Supperstein, 1917 N. Houston St., Food products.

The Southwest Press, 216 N. St. Paul St., Book publishers.

Weaver Spring & Bumper Works, 402 N. Pearl St.

Federal Electric Company, 710 Allen Bldg.

Roter Pickle & Canning Co., 2834 Medill St.

Radio Stores, Inc., 111 South Harwood and 205 West Jefferson.

Cole Mfg. Company, 2403 South Harwood St., Water heaters, industrial gas burners and thermostatic control.

L. G. Balfour Company, 211 N. St. Paul St., Manufacturing and retail jewelers.

Brake Service Corporation, 2933-35 Main St., Brake service.

Southwest Re-Flex Sign Co., 1209 Athletic Bldg.

Texas Printing Ink Company, 1414 Federal St.

Jack Bunn Tire Co., 1328-30 Young St.

Clancey Sales Organization, 419-21 South St. Paul, Warehousing wholesale drugs and sundries.

Dallas Transportation Company, 817 Bourbon St., Cor. Eakin, Contractors, excavating, sand and gravel.

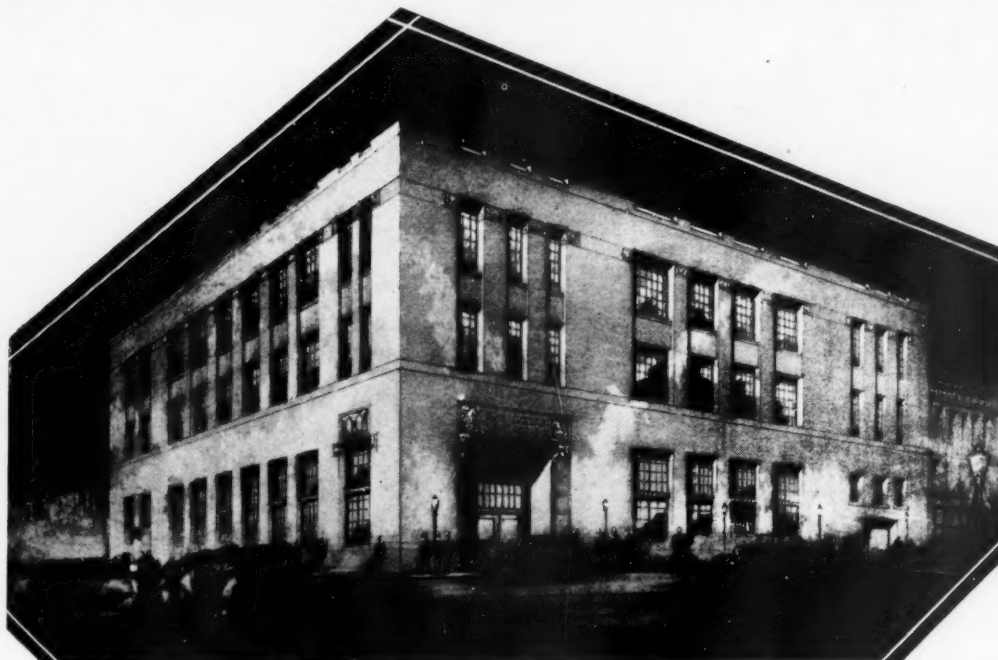
Ozarka Water Company, 4036 Commerce, Bottled water.

Air Way Branch of Dallas, 509 Burt Bldg., Sanitary systems and vacuum cleaners.

F. & W. Grand Co., Stores, Inc., 1008 Elm St.

Acme International Sales Co., 212 Medical Arts Bldg., X-Ray equipment and electro medical appliances.

Chase Brass & Copper Co., 1513 American Exchange Bldg.



New Times Herald Building Now Under Construction at Pacific and Griffin.

Moss and Urschel, 308 American Exchange Bldg., Oil lands and oil producers.

Maytag Southwestern Company, 2011 Main St., Washing machines, Distributors.

Tucker Studio, 2012½ Elm St., Photographer.

Brown Mfg. Co., 1107 Young St., Manufacturers of auto cleaner and metal polishes.

Southern Transportation Co., 510 South St. Paul St., Motor Freight Lines.

Thom McAn Shoe Store, 1610 Main St. and 2104 Elm St.

Paramount Building & Loan Ass'n., 627 Kirby Bldg., Building & Loan.

New Concerns

Records of the Industrial Department show that two hundred new businesses have been established in Dallas since January 1, including forty-five branches of concerns of national or sectional prominence. These concerns are classified as follows:

Total number of new concerns in January 112, in February 88.

New manufacturing plants in January 18, in February 10.

New wholesale and distributing concerns in January 31, in February 20.

New retail concerns in January 19, in February 24.

Miscellaneous concerns in January 39, in February 32.

Branches of national concerns in January 24, in February 21.

If the present rate continues for the entire year, 1929 should set a new record not only for total number of new businesses established but for the number of national concerns selecting Dallas for Southwestern branches.

During 1928 approximately 700 new

businesses were established in Dallas, as compared with 200 for the first two months of 1929.

During 1927, 88 national concerns placed branches in Dallas; in 1928, 163 national concerns established branches here. For the first two months of 1929, forty-five new branches were established, with more concerns actively interested in the Southwest, with branches at Dallas now under consideration, than ever before in the history of Dallas.

The national advertising campaign of Industrial Dallas, Inc., is considered largely responsible for the remarkable growth of Dallas in the number of national concerns establishing facilities here. The following concerns of national prominence placed branches in Dallas during February:

The Russell Manufacturing Company, Middletown, Conn.

W. B. Foshay Company, Minneapolis, Minn.

Buckeye Machine Company, Lima, O.

Lafayette Packing Corp., Stamps, Ark.

General Fireproofing Co., Youngstown, O.

Weber Show Case & Fixture Co., Los Angeles, Calif.

Kansas Life Insurance Co., Topeka, Kans.

Bennett Pumps Corporation, Muskegon, Mich.

McRea Paint Products Co., Los Angeles, Calif.

E. H. Rollins & Sons, New York, N. Y.

The Provon Company, Birmingham, Ala.

Western States Grocery Co., Oakland, Calif.

World Wide Pictures, Inc., New York, N. Y.

Frank Rubenstein & Co., Inc., New Orleans, La.

Re-Flex Sign Co., Minneapolis, Minn.

Babcock Bros., Denison, Texas.

American Radiator Co., New York, N. Y.

American Car & Foundry Motors Company, Detroit, Mich.

Hutchinson Manufacturing Co., Inc., Norristown, Pa.

Neptune Meter Co., New York, N. Y.

Stamps-Baxter Music Co., Chattanooga, Tenn.

Postal Telegraph Expands In Texas

Plans for expanding its activities throughout the South have been announced by the Postal Telegraph and Cable Company through F. J. Akesson, manager of the Dallas branch.

Surveys have been undertaken to determine the location of a large number of new offices in Texas and other southern cities. It has been decided that the increased gross revenue received by the Postal Company in the South will be expended in the South in the extension of competitive telegraph and cable service and in the betterment of existing plants.

Fred Johnston To Handle Fair Publicity

Fred E. Johnston, president of Johnston Printing and Advertising Company, has been appointed director of advertising and publicity for the State Fair of Texas. It will be Mr. Johnston's duty to see that the entire Southwest is made familiar with the plans for the coming Fair.



JOHN L. BRIGGS, President
K. BERTUCCI, Vice President
J. HOWARD HAYDEN, Vice President
DR. H. L. RICE, Vice President
J. D. FRANCIS, Treasurer
H. V. DeARMOND, Secretary-Manager

Study of Cement Making Object of First Industrial Tour

With a view toward acquainting its members with the manufacturing industry in Dallas, Junior Chamber of Commerce members and interested associates numbering some 150, were guests of the Lone Star Cement Company of Texas recently at its plant on the West Commerce pike. After an enjoyable luncheon provided by the Company and entertainment by the plant band and orchestra, an inspection trip starting at the quarry and proceeding down the hillside to the finished product was found by the Junior members to be both fascinating and educational.

During the trip it was learned that Dallas, in 1928, used approximately 370,000 barrels of cement. The plant visited produces approximately 1,200,000 barrels annually, with an average force of 250 employees, 10 to 15 per cent of which are skilled in cement manufacturing.

Cement in one form or another has been used dating back to the Romans and becomes a matter of record when, in 1756, an English engineer named John Smeaton found that an impure limestone containing a certain amount of clayey matter, when burned and reduced to a powder, possessed the property of hardening under water. At that time Smeaton was engaged in building a lighthouse on the Eddystone rocks off the coast of Cornwall and by using his new-found material he erected a structure that stood for many years.

Following Smeaton's discovery, other experimenters busied themselves in the cement field and various improvements were made. In 1824 Joseph Aspdin, an English brick-layer who had been experimenting since 1811, took out a patent on an improved cement he called Portland, because it resembled in color the Isle of Portland building

stone. Contrary to the ideas of many people, Portland cement is not the name of a brand, but designates a type of cement. Nowadays, it is frequently referred to merely as cement, however, because it is so widely used.

Aspdin kept his process of manufacture shrouded in secrecy, his works being surrounded by a wall 20 feet high and with no entrance except through the office. Even his partners and workmen did not know his secret as from time to time he would scatter from a tray handfuls of sulphate of copper, powdered limestone and other matters into the desired slurry and coke as it was put into the kiln.

The manufacture of Portland cement rapidly spread to other countries and it was only a short time before mills were established in Belgium, Germany and France. European producers began to find numerous uses for their material and engineers, familiar with world problems, soon began to realize the enormous possibilities that the development of this new material for building construction possessed, consequently, along in the early eighties, Europe began exporting Portland cement to North and South America and to other parts of the world.

The first effort to produce Portland cement in the United States was made in 1872 when a plant was established at Copley, Pennsylvania, by David O. Saylor. A few months after Saylor's embarkation in the cement business, Thomas Millen of South Bend, Indiana, began the manufacture of the material, using very primitive methods.

At the Dallas plant, an average of 1,250 tons of rock and shale are quarried every day, making 500 carloads which are transported and dumped into the crusher and the crushing is performed in two stages and continues on thru a series of crushers and pounders until water is added, making a slurry with still additional grinding until 85 per cent of the mixture will pass through a 20 mesh sieve.

Going along its way, this slurry mixture is automatically fed into kilns where a roaring flame maintains a temperature of approximately 2,800 Fahrenheit. This terrific heat, the hottest developed in any manufacturing process, brings the materials to the point of fusion. It requires three hours for the passage of the material through the kiln to change stone into cement.

This white hot material upon being ejected from the kiln now consists of small ball-like masses the size of the end of one's finger and of a slate-like color. These particles are then ground so fine that over eighty per cent of it will pass through a screen which has 40,000 openings for every square inch of space.

From the grinding mills the cement is conveyed to the stock house. It is withdrawn thru openings in the bottom of the bins and conveyed

in elevators to the packers. Automatic packing machines, known as the "Bates Packer" fill the cement sacks, which have been previously tied at the top and the cement is injected in the bottom of the sack thru a small slit which automatically seals as the sack is filled.

The technical definition of Portland cement is given as "the product obtained by finely pulverizing clinker produced by calcining to incipient fusion an intimate and properly proportioned mixture of argillaceous and calcareous materials, with no additions subsequent to calcination excepting water and calcined or uncalcined gypsum."

From One Town To Another

The following is an address made by Z. E. Black, assistant manager of the Dallas Chamber of Commerce over Station KRLD on the occasion of the annual meeting of the Grand Junction, Colo. Chamber of Commerce, Feb. 26.

"The Dallas Chamber of Commerce greatly appreciates the invitation of the Chamber of Commerce at Grand Junction, Colorado to extend a few words of greetings and best wishes upon the occasion of their annual meeting and banquet tonight. We also wish to thank Station KRLD for the use of this medium.

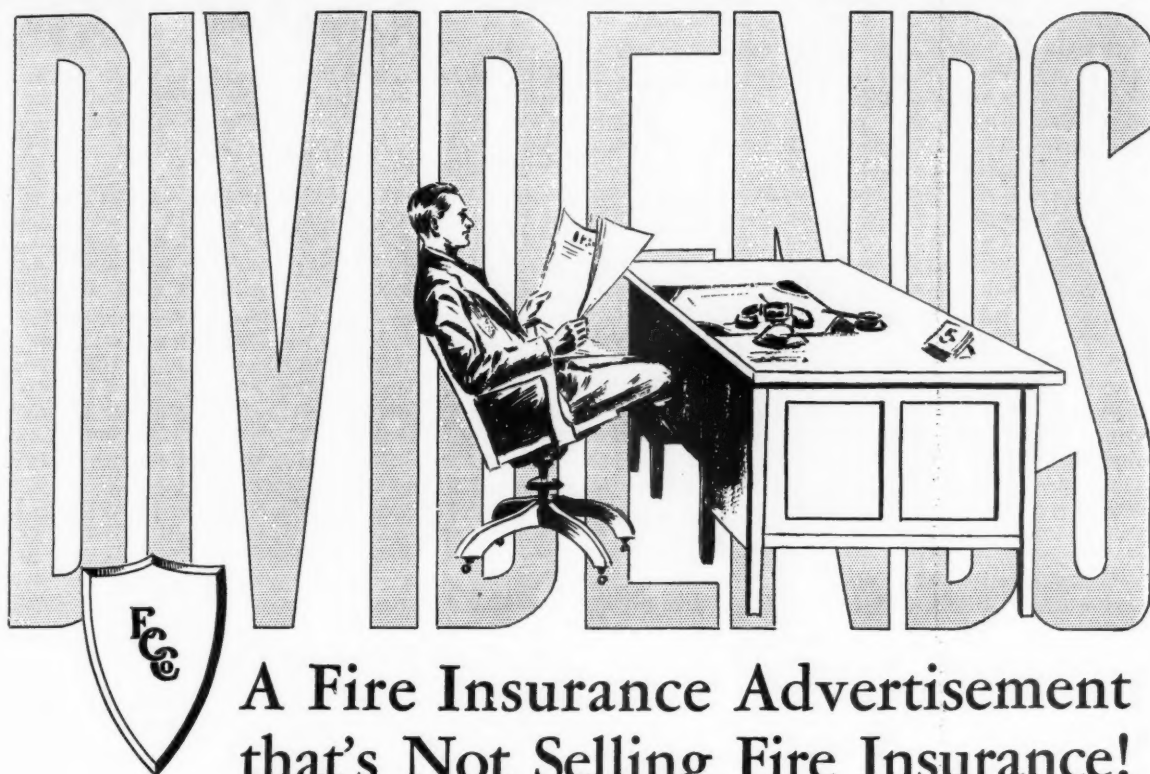
"While all of us have known for many years how popular Colorado is with Texans in planning their summer trips, we were astounded when a recent editorial in a Colorado newspaper stated that three-fifths of Colorado's summer visitors come from Texas. The editorial suggested that since Texas sent so many summer visitors to Colorado and was such a heavy purchaser of Colorado's fruits and vegetables, that Colorado should reciprocate by planning winter trips to Texas.

"Of course we are glad to have Colorado people visit Texas—and it is only about thirty-six hours by rail from Grand Junction to Dallas—but regardless of whether the number is increased or not, Texans will go by train and motor to Colorado each summer in ever increasing numbers. We live in a prairie country, as a rule, and we like the snow-capped peaks of Colorado and other highly spiced scenery such as the Colorado National Monument near Grand Junction. We like the apples and other fruits and vegetables produced in the excellent horticultural district surrounding Grand Junction. We know of the fame of your section as a sugar producer and of the importance of your live stock industry. We are also well acquainted with the wonderful brand of Western hospitality to be encountered in Colorado. For those of you who have not visited the Lone Star State, we want to say that the word 'Texas' is of Indian origin and means 'Friends' and Texans live up to the name. Texas is a historic State, having been under six flags. Texas is the nation's chief producer of raw materials, leading all States in the production of cotton, petroleum, and beef cattle as well as in some other products. Texas has four cities ranging in size from 200,000 to 300,000 and many other important cities slightly smaller.

"Texas occupies about 9% of the nation's area and if all the people of the United States were to move to Texas its population density would not exceed that of Massachusetts today. The Grand Junction Chamber of Commerce may be interested to know that last year a fund of more than a half million dollars was raised through the Dallas Chamber of Commerce for national advertising over a three-year period. The campaign has proved most helpful. Our city is now Southwestern headquarters for 1,860 national concerns and nearly 200 of these have come in since January 1st, 1928.

"The Dallas Chamber of Commerce would be delighted to cooperate with your Chamber of Commerce at all times and we hereby invite every member of your Chamber to visit Dallas and to make our building your headquarters while here. In this invitation to visit Dallas, we are joined by 300,000 other citizens of Dallas and many of us will be in your State this summer to follow-up this invitation in person. Let me add this final thought. There are sixteen golf courses in Dallas and people were playing them today in shirtsleeves."

FIRE PROTECTION THAT PAYS THE PREFERRED RISK



A Fire Insurance Advertisement that's Not Selling Fire Insurance!

... For lives there a man who doesn't know what Fire Insurance is and what it does?

But here is a new kind of Fire Insurance! ... It pays dividends! Pays dividends because Employers Casualty insures only preferred risks, and shares the resultant profits with policyholders.

This means a lower net cost to eligible risks for the sound protection offered by this company. And the profits so divided are real profits, for this old line stock company cannot assess its policyholders.

Besides this definite economical feature, Employers Casualty policies have another important advantage which will interest you. Employers Casualty men do not depend on the amount of insurance they sell for income. Employers Casualty men therefore suggest just the amount of protection you should have No more.

These men will tell you also about the dividend feature of other Employers Casualty Policies, namely: Tornado, Hail, Plate Glass, Public Liability, Automobile and Compensation Insurance, also Fidelity and Surety bonds—all with the profit sharing feature.

Invite these Employers Casualty men to help you when your next insurance problem comes up.

EMPLOYERS CASUALTY COMPANY

Texas Offices:

ABILENE
AMARILLO
AUSTIN
BEAUMONT

BRECKENRIDGE
CORPUS CHRISTI
DALLAS
EL PASO

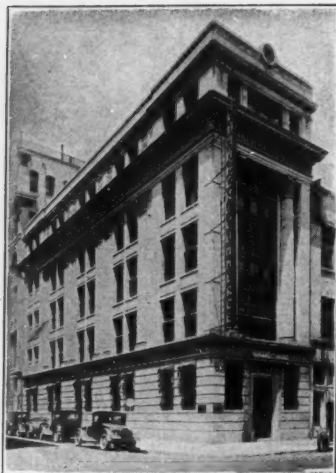
FORT WORTH
HOUSTON
SAN ANGELO
SAN ANTONIO

TYLER
WACO
WICHITA FALLS

Other Offices:

KANSAS CITY
NEW ORLEANS
OKLAHOMA CITY

ST. LOUIS
SHREVEPORT
TULSA



Dallas

Official Organ of the Chamber of Commerce, published monthly

E. C. WALLIS, EDITOR
EARL Y. BATEMAN, BUSINESS MGR.

Vol. 8 March, 1929 No. 3

DALLAS CHAMBER OF COMMERCE OFFICERS

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ARTHUR L. KRAMER	Vice President
NATHAN ADAMS	Vice President
HUGO SCHOELLKOPF	Vice President
A. V. LANE	Treasurer

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Automotive Trades Association—E. Gordon Perry, Pres.; Dr. J. H. Connell, Executive Sec'y.	
Kessler Plan Association—Dr. E. H. Cary, Pres.; John E. Surratt, Secretary.	
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National Air Transport, Inc.—C. B. Braun, Southwestern Div. Traffic Mgr.	

OFFICE: Chamber of Commerce Building, 1101 Commerce St., corner Martin. Telephone 2-5425

SUBSCRIPTION \$1.50 A YEAR; 15c A COPY
ADVERTISING RATES ON APPLICATION



Editorials

The Chamber of Commerce Directory

The membership of the Dallas Chamber of Commerce is as varied as commerce itself and there are few callings, professions or industries not represented in the roster of members contained in this issue of "Dallas." Doctors, lawyers, bankers, dentists and real estate men have their listing here, as do the manufacturers, wholesalers and retailers. There is a goodly number of individuals too who, though not directly concerned with the commerce of the city, find the Chamber of Commerce a suitable vehicle for carrying forward their community obligations. The directory of the Dallas Chamber of Commerce is a cross-section of the life of the city. It should be valuable to everyone into whose hands it comes as a buyers' guide to the city. Whatever have been the accomplishments of the Chamber of Commerce the credit is due to the members for it is their support, financial and moral, that have given it power to serve.

What the Robins are Finding

Spring finds many new scenes in Dallas this year. A new Telephone Building, a Medical Dental Building, The Clifton and the Lake Cliff Apartments, a new Titcher-Goettinger Building rapidly rising, the American Exchange Bank annex practically complete, a new Times-Herald building to be ready in July, and many other structures being built or planned. In addition the public work is going ahead rapidly. The Trinity River project is being rushed. Every Public Utility is strengthening and broadening its system. Is Dallas growing? A moment's reflection is convincing. Watch the monthly statistics in another part of this magazine.

Einstein and Business

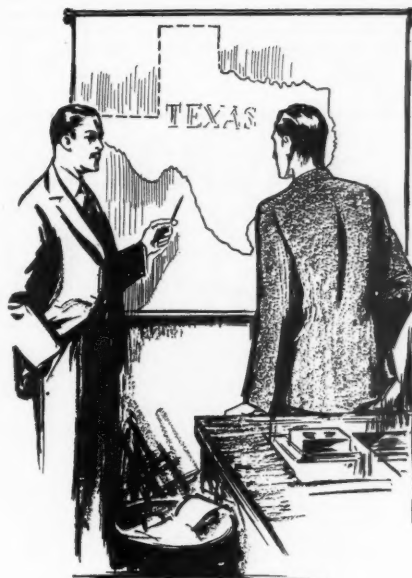
A member of the Chamber of Commerce was discussing Einstein's theory the other day. "I have tried desperately to understand it" he said, "but so far have not been able to do it. I have about come to the conclusion that it would not do me a great deal of good if I did. The problem that confronts me is not the reality of space, or the length of infinity, but how best to buy merchandise and dispose of it at a profit. The space I am interested in is that surrounding Dallas where my customers reside. This is finite, limited by economy in distribution. It is better that I study the contents of this space and judiciously determine the limits if I am to prosper. Einstein was all right, but what I need is a good salesmanager."

A business is like a violin. Its value increases with age only when the material from which it was built is of the best, the workmanship skilled and the utmost care exercised in its handling.

TEXANS!

let's talk Texas

—and make 1929
the most active
year Texas has
ever experienced



THIS IS an appeal to every Texan to study closely and understand thoroughly the possibilities of his state, and to pass on this understanding to every person with whom he comes in contact, so that everyone who seeks a location for a home, an office or a factory will know exactly what Texas has to offer him. Then Texas will ascend to her just place of leadership. But we must talk Texas—*all the time*.

Manufacturing must move to the doorways of large markets, where raw material, favorable transportation facilities, taxes and labor supply combine with abundant and economical electric power to afford ideal locations.

Texas cities and towns served by this Company supply each of these needs for a host of industries, but, since physical advantages do not always determine the selection of industrial locations, certain other vital things must be thrown into the balance.

Sound exploitation must be persistently used. The manner in which Texas tells its story will determine its industrial accomplishments in 1929.

The Texas Power & Light Company, employing several hundreds of Texas men and women, endeavors to give each of

them a clear conception of the natural resources of Texas and to impress upon them the importance of their development. Basically the purpose of this Company is to render an electric service to a large number of Texas cities and towns.

Having done this, and having charted courses of growth that anticipate vast developments in the Texas of tomorrow, this Company feels that its duty to Texas extends still deeper. Therefore it is telling the story of Texas' advantages to industries through the use of paid advertising in sectional and national trade magazines. The purpose of this advertising is to stimulate the movement of industries to Texas.

For sixteen years the Texas Power & Light Company has worked not only to serve an appreciative public but to help build a greater State.

Texans! Let's make 1929 the greatest year of sound development Texas has ever had.

**TEXANS LET'S
TALK TEXAS**



TEXAS POWER & LIGHT COMPANY

Providing for the Texas of Today—Planning for the Texas of Tomorrow

Keeping Up With Busy Dallas

E. B. Reed has been elected president of the newly organized Greenville Avenue Lions' Club.

C. J. Crampton of the Dallas Railway Company has been elected president of the Presidents' Club.

Victory-Wilson, Inc., has opened an Oak Cliff branch of their men's clothing store in the newly completed Medical Dental Building.

James P. Griffin has been elected president of the Dallas Electric Railway to succeed the late Jack Beall. Mr. Griffin has been identified with the interurban company for many years.

Upon the completion of the merger of the Continental Building and Loan Association with the Southland Building and Loan Association, G. A. McGregor, executive of the Southland Association was elected to an executive position with the new association. The name Continental-Southland Building and Loan Association will be used to identify the new organization.

Guy C. Davis has been elected president of the Lakewood Country Club.

The activities of the Dallas Retail Tire Dealers Association will be guided during 1929 by the hand of C. E. Stalwell recently elected president.

Officers of the Schepps-Kleber Baking Company announce the appointment of Norman Munster as salesmanager.

A. P. White has been promoted to the position of district salesmanager for the Postum Company, with headquarters in Dallas.

Gus Cohen, credit Manager of Linz Bros. has been elected president of the Dallas Retail Credit Men's Association.

George S. Watson of the Watson Co. has been appointed chairman of the builders division of the Association of General Contractors of America.

Clarence Penniman, of the Anchor Awning Division of Penniman, Inc., has been elected president of the Dallas Retail Radio Dealers' Association.

Announcement has been made that the firm of Lockett & Arons Co. has started the manufacture in Dallas of boys' and men's trousers, to augment their wholesale business.

Myers, Noyes & Forrest of Dallas, engineers, have been appointed consultants for the city plan program of Sweetwater, Texas.

Increase in capital stock from \$20,000 to \$60,000 for the Dallas Tent and Awning Co. has been announced by J. F. Phillips, president. Officers of the company are, in addition to Mr. Phillips: James A. Summerville, Treasurer, W. B. Summerville, Secretary and J. W. Bender, vice president.



Month by month, in this column, will be recorded the growth of Dallas as shown by the available statistical information.

BANK CLEARINGS

	1928	1929	BANK DEBITS	1928	1929
January	\$229,304,581.28	\$265,365,726.24	January	\$236,596,000	\$287,306,000
February	202,766,886.66	220,677,360.88	February	214,275,000	235,300,000
March	213,410,753.88		March	230,088,000	
April	199,600,686.28		April	209,427,000	
May	206,895,503.35		May	213,709,000	
June	200,643,340.36		June	212,089,000	
July	198,047,700.20		July	203,320,000	
August	209,277,120.12		August	211,024,000	
September	261,719,706.91		September	263,237,000	
October	320,700,640.45		October	303,578,000	
November	268,579,277.12		November	273,024,000	
December	259,564,606.14		December	297,946,000	
Total	\$2,775,500,725.75		Total	\$2,868,258,000	

BUILDING PERMITS

	1928	1929	POSTAL RECEIPTS	1928	1929
January	\$ 619,989	\$880,453	January	\$316,629.65	\$328,109.57
February	584,634	467,022	February	348,879.00	326,162.35
March	858,466		March	339,673.60	
April	798,573		April	304,437.00	
May	580,560		May	283,274.29	
June	781,701		June	293,306.67	
July	870,532		July	283,430.35	
August	750,544		August	306,268.20	
September	835,144		September	338,030.50	
October	552,651		October	374,047.74	
November	717,617		November	354,004.36	
December	521,799		December	428,475.83	
Total (Dallas proper)	\$14,381,694		Total	\$3,970,957.00	

GAS METERS

	1928	1929	TELEPHONES	1928	1929
January	64,881	66,401	January	67,143	68,752
February	65,021	66,480	February	67,347	68,802
March	65,532		March	67,697	
April	65,712		April	67,902	
May	65,892		May	68,114	
June	66,030		June	68,321	
July	66,081		July	68,401	
August	66,129		August	68,496	
September	66,180		September	68,551	
October	66,240		October	68,599	
November	66,289		November	68,640	
December	66,308		December	68,701	

*Includes \$6,017,700 utilities construction, but does not include any building outside city limits. Highland Park, University Park and other suburbs bring the total building in greater Dallas to \$16,392,740.

Index Numbers COST OF BUILDING CONSTRUCTION

1913 Costs=100
February, 1929

	Texas	All Other States
Frame	200.0	230.0
Brick,		
Wood Frame	197.0	240.9
Brick,		
Steel Frame	190.0	222.4
Reinforced		
Concrete	188.0	302.6
All Construction	191.2	248.9
Figures by American Appraisal Co.		

Classified Directory



Dallas Chamber of Commerce

On the following pages of this magazine will be found the names of those firms and individuals making up the membership of The Dallas Chamber of Commerce. For the convenience of purchasing agents and others buying from "The Market of the Southwest" these names are classified according to lines of business engaged in by each. Use of the key below will give a more accurate description of the firms.

Published as of March 6, 1929

KEY: B—Broker; D—Distributor; E—Exporter; FB—Factory Branch;
I—Importer; J—Jobber; M—Manufacturer; MA—Manufacturers'
Agent; R—Retailer; W—Wholesaler

Schoolar, Bird & Company

C. H. Schoolar, C. P. A., President
George H. Bird, Sec'y & Treas.

Established in the Southwest
Twenty-two Years

**AUDITS :: SYSTEMS
TAX SERVICE**

Santa Fe Building
Dallas, Texas

Public Accountants and Auditors

Audits, Cost Systems, Financial
Consultations and Investigations

Income Tax Consultation and
Advice

Rankin & McAlpine

Mercantile Bank Bldg.
Phone 2-1944 Dallas

Abstracts of Title

Dallas County Abstract & Title Co., 1007 Main St.
Dallas Title & Guaranty Co., 1303 Main St.
Stewart Title Guaranty Co., 1221 Main St.
Texas Union Title & Guaranty Co., Continental Bldg.

Accountants and Auditors

Atkinson & Garvin, 1226-30 Allen Bldg.
Barrow, Wade, Guthrie & Co., 712 Santa Fe Bldg.
Bowden Co., A. F., 301 Amer. Exchange Bank Bldg.
Ernst & Ernst, 1109 Amer. Exchange Bank Bldg.
Haskins & Sells, Magnolia Bldg.
Hutchinson & Smith, 1306 Santa Fe Bldg.
International Accountants Society, 509 Republic Bank Bldg.
Jaynes & Campbell, 310 Thomas Bldg.
Lynn & Company, C. T., 629 Wilson Bldg.
Nelson Audit Company, 1318 Amer. Exchange Bank Bldg.
Peat, Marwick-Mitchell Co., 605 Santa Fe Bldg.
Peter & Moss, 1302 Santa Fe Bldg.
Rankin & McAlpine, 701 Mercantile Bank Bldg.
Schoolar-Bird & Co., 511 Santa Fe Bldg.
Young & Co., Arthur, 1112-13 Magnolia Bldg.

Adding Machines

Burroughs Adding Machine Co., (FB) 703-4-23 Santa Fe Bldg.

Addressing Machines

Addressograph Sales Co. (FB), 314-15-16-17 Praetorian Bldg.

Addressing and Mailing

Commercial Printing & Letter Service Co., 918-19 Santa Fe Bldg.
Dallas Mailing Co., 1916½ Main Street.
Ridgway Mailing Company, 1702 St. Louis St.
Sims Letter Co., 606 Wholesale Merchants Bldg.

Advertising

Carpenter-Rogers Co., 805 Wholesale Merchants Bldg.
Collier, Inc., Barron G. (Street Car Adv.) 829 Kirby Bldg.
Colville & Son, J. M., 1725 N. St. Paul St.
Commercial Printing & Letter Service Co., 918-19 Santa Fe Bldg.
Crook Advertising Agency, 704 Kirby Bldg.
Dallas Poster Advertising Co. (M), 101 N. Haskell Ave.
Dyer & Co., R. C. (M), 1900 N. St. Paul Street.
Hope-Mills Advertising Agency, 1813 Main Street.
Janelli Advertising Service (House to House Dist. & Window Trimming), 1307 Camp Street.
Johnston Printing & Advertising Co. (M), 1901 McKinney Ave.
McConnell Printing & Advertising Co., 305 S. Ervay Street.
Merchants Cooperative Advertising Service (Adv. Coupons), 417 N. Texas Bldg.
National Telephone Directory Co., (Telephone Directory) 604 Telephone Bldg.
Padgett-McIntyre Company, Inc., (M), 1414-16½ Patterson Ave.
Simpson, Inc., Jas. P. (Theatre Adv.), Marvin Bldg.
Sims Letter Company (Direct-By-Mail), 606 Wholesale Merchants Bldg.
Street Bulletins, Inc., (Out-of-Door), 815 Praetorian Bldg.
Texas Publication House, Inc. (Printed), 2500 McKinney Ave.
Tracy-Locke-Dawson, Inc., 5th Fl. Majestic Theatre Bldg.
United Advertising Corporation (M) (Billboard), Main Street and Haskell Ave.

Advertising Novelties

Brown & Bigelow, (Art Calendars) (MA), 218 Southwestern Life Bldg.
Hayden Manufacturing Company, Inc. (M), 515 Jackson Street.
Lake & Co., Inc., Fred L. (MWR), 1015 Elm Street.
McQueen, F. (MA), 1003½ Main Street.
Stellmacher & Clark (MA), 2715 Elm Street.

?

VITAL QUESTIONS To Ask Yourself

?

About Your Customers---

How much is each one worth to me?

What can I do to keep them?

How much can I afford to spend to hold an average customer?

About Your Prospects---

How can I get new customers at reasonable cost?

How much can I afford to spend to secure them?

How can I get started on this program?

These and other questions are answered for you in the booklet
"What Is the Cash Value of a Customer?"

By JOHN HOWIE WRIGHT

For a free copy of this article, write or phone

Commercial Printing & Letter Service Co.

918 Santa Fe Building

W. MARION NEWMAN

PHONE 2-8168

TED JONES

Advertising Specialties

American Beauty Cover Company (M), 1902-8 Orange Street.

Agricultural Implements and Supplies

Avery & Sons Plow Co., B. F. (FB), Pacific & Market.
Case Threshing Machine Co., J. I. (FB), 300 N. Austin Street.
Deere Plow Co., John (FB), 501 Elm Street.
F-D Equipment Company, (WR) (Fordson Implements and Equipment), 1115 St. Mary's Ave.
George Machinery Co., R. B. (W), 1135 S. Lamar Street.
International Harvester Co., of America (FB), 211 N. Austin Street.
Lane Vegetable Spray Co. (Vegetable Spray) (M), 2608 Swiss Ave.
Meador & Blakemore (MA), 1135 S. Lamar Street.
Oliver Chilled Plow Works (FB), 1106 Wood Street.
Pierce, W. M. (WR), 701 Elm Street.
Southern Plow Co., The (MW), 608 Elm Street.
Southern Rock Island Plow Co., (FB), 401 Elm Street.
Southern Supply Co., The (W), 209 N. Jefferson Street.
Texas-Ohio Cultivator Co., (FB), 504 Elm Street.

Agriculture and Live Stock

Caruth, W. W., 4949 Swiss Ave.
Flowerdale Farm, 3000 Holmes St., (Hutchins Road).
Happgood, K. N., 809 American Exchange Bank Bldg.
Slaughter, C. C., 619 Slaughter Bldg.
Slaughter, E. Dick, 319 Slaughter Bldg.
Stephenson, J. P., 1209 Main Street.

Airplanes

Dallas Aviation School (M), Hangar No. 6, Love Field.
Travel Air Ways Company (WR), Hangar No. 4, Love Field.

Aluminum Ware—Retail

Super Maid Cook-Ware Corp., (R), 4228 Main Street.

Aluminum Ware—Wholesale

Aluminum Specialty Co., Inc. (FB), 2010 Elm Street.

Amusements and Amusement Resorts

Bagdad Enterprises, Inc., (Supper Club), 605 Southwestern Life Bldg.
Dallas Baseball Club, 1500 Jefferson Ave.
Interstate Amusement Co., Majestic Theatre Bldg.

Apartment Hotels

Argyle Apartments, Oak Lawn Ave. and Hall Street.
Melrose Court, 3015 Oak Lawn Avenue.
Oak Lawn Inn, 2700 Cedar Springs Road.
Sanger Hotel & Apartments, 1611 Canton Street.
Stoneleigh Court, 2927 Maple Avenue.

Appraisers

American Appraisal Co., 612 Mercantile Bank Bldg.
Anderson-Reagan Company, Interurban Bldg.
Coats & Burchard Company, 904 Southwestern Life Bldg.
Floyd & Lochridge, 525 Wilson Bldg.
Miller, Henry S. (Real Estate), 409 Southland Life Bldg.
Miller, Lawrence (Real Estate), 1612 Allen Bldg.

Architects

Dunne, W. Scott, 305 Melba Bldg.
Flint & Broad, 606 Melba Theatre Bldg.
Galbraith, T. J., 516 Slaughter Bldg.
Greene, Herbert M., LaRoche & Dahl, 309 Constr. Indust. Bldg.
Knight, Henry C., 330 Wilson Bldg.
Korn, Anton F., 815 Thomas Bldg.
Kramer & Kerr, 709 Burt Bldg.
Lang & Wittchell, 300 American Exchange Bank Bldg.
Peterman, Fred F. & C. F., 1222 Mercantile Bank Bldg.

Architects and Engineers**Supplies**

Huey & Philp Hardware Co., (WR), 1029 Elm Street.
Johnson, John J. (R) (Blue Print Paper), 1912 N. St. Paul Street.
Southwestern Blue Print Co., (R), 107 Constr. Indust. Bldg.

Artists—Commercial

Brannon Studios, 1913 Commerce Street.
Cahoon, Guy F., 1210 Athletic Bldg.
Kirkland, Forrest, 518 North Texas Bldg.
Newman Art Service, 1616½ Pacific Ave.

Artists—Scenic

King Scenic Company (M), 309 S. Harwood Street.

Artificial Limbs and Braces

Hedgecock Artificial Limb & Brace Co. (M), 1306½ Commerce Street.

Asbestos Products

Johns-Manville Inc., of Texas (FB), 1416 Magnolia Bldg.
Rogers Asbestos Co. (W), 947-51 S. Lamar Street.

Associations and Societies

American Cotton Growers Exchange (Co-operative Cotton Marketing), 1108 S. Ervay Street.
Associated General Contractors of America, Dallas Chapter, 7th Fl. Const. Indust. Bldg.
Dallas Athletic Club, Elm, St. Paul and Pacific.
Electrical Workers Local No. 59, Labor Temple.
National Lumber Manufacturers Ass'n., Dallas Distr., 1610 Kirby Bldg.
North Texas Cotton Breeders Ass'n., 1212 Praetorian Bldg.
North Texas Stewards Club, 1205 Camp St.
Scott, W. A., Gen. Sec. Y. M. C. A., 1910 Commerce Street.
Post E., T. P. A. (R. L. Wilson, Secy.), 1105 Santa Fe Bldg.
U. S. Automobile Association, 707 Dallas Nat'l Bank Bldg.

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Attorneys

Aldredge, George N., 1702 Amer. Exchange Bank Bldg.
 Bailey & Bailey, 806 Kirby Bldg.
 Barnhart, Harry B., Mercantile Bank Bldg.
 Bartlett, Brown & Thornton, Mercantile Bank Bldg.
 Beall, Worsham, Rollins-Burford, Ryburn, 725 Interurban Bldg.
 Belsterling, Edw. A., 1225 Kirby Bldg.
 Burgess, Burgess, Chrestman & Brundidge, 1108 Southwestern Life Bldg.
 Callaway & Reed, 1902 Santa Fe Bldg.
 Camp, Alex., 1104 Amer. Exchange Bank Bldg.
 Camp, T. L., 1104 Amer. Exchange Bank Bldg.
 Carden, Starling, Carden & Hemphill, 421 Fidelity Union Bldg.
 Cobb, Charles C., 512 N. Texas Bldg.
 Cockrell, McBride, O'Donnell & Hamilton, 1201 Southwestern Life Bldg.
 Coke, Alex. S., 1413 Amer. Exchange Bank Bldg.
 Coke, Henry C., Amer. Exchange Bank Bldg.
 Coke, Rosser J., Amer. Exchange Bank Bldg.
 Crane & Crane, 1804 Santa Fe Bldg.
 Dabney, Goggans & Ritchie, 1111 Praetorian Bldg.
 Davidson, T. W., 15th Fl. Praetorian Bldg.
 Davis & Hatchell, 1911-14 Santa Fe Bldg.
 DeBogory, Eugene, 1904 Republic Bank Bldg.
 English, C. C., Telephone Bldg.
 Flannery & Aldredge, 1702 Amer. Exchange Bank Bldg.
 Flippen, William H., 611 Linz Bldg.
 Germany & Runge, 1311 Magnolia Bldg.
 Gilbert, J. E., 1114 Santa Fe Bldg.
 Gray, Edward, 1950 Equitable Bldg., N. Y. Gresham, T. D. (Genl. Attorney, T. & P. Ry. Co.), T. & P. Bldg.
 Hall, Albert B., 1203 Mercantile Bank Bldg.
 Hamilton, William B., 1102 Kirby Bldg.
 Henderson, W. T., 702 Amer. Exchange Bank Bldg.
 Hexter, Rice & Hexter, 622 Linz Bldg.
 Holland, Wm. M., Mercantile Bank Bldg.
 Huff, C. C. (General Attorney, M. K. T. Ry. Co.), M. K. T. Bldg.
 Hunt, G. Drummond, 1306 Santa Fe Bldg.
 Irish, Gilbert H., 701 Amer. Exchange Bank Bldg.
 Jackson, A. S., 310 Slaughter Bldg.
 Lawther, Harry P. (Lawther, Pope & Leachman), 1203 Magnolia Bldg.
 Leake, Henry, Wozencraft & Frank, 604 Magnolia Bldg.
 Lee, Geo. T. (Dabney, Goggans & Ritchie), Praetorian Bldg.
 Leffingwell & Dixon, 1901 Santa Fe Bldg.
 Locke, Locke, Stroud & Randolph, Amer. Exchange Bank Bldg.
 Love, Thos. B., Republic Bank Bldg.
 Marshall, S. W. (Republic Bank & Trust Co.), Republic Bank Bldg.
 McCormick, Bromberg, Leftwich & Carrington, Magnolia Bldg.
 McCraw, William (Dist. Atty.), Criminal Courts Bldg.

Leake, Henry, Wozencraft & Frank

Attorneys At Law
 Suite 604 Magnolia Building
 DALLAS, TEXAS

Sam A. Leake, W. T. Henry, Frank W. Wozencraft, Joseph D. Frank, Harold H. Young
 General Civil Practice

Representative References:
 NEW YORK

Radio Corporation of America
 Metropolitan Life Insurance Company
 The Bradstreet Company
 Charles Broadway Rous, Inc.

CHICAGO

James B. Clow & Sons
 National Life Insurance Company of the United States of America

ST. LOUIS

American National Assurance Company
 John E. Mitchell Company

DALLAS

Sanger Bros., Inc.
 Oriental Oil Company
 American Life Insurance Company
 Graham-Brown Shoe Company
 Any Dallas Bank.

Milam, Lynn B. (Civil), 1405 Dallas Nat'l Bank Bldg.
 Myres, Oscar S., 719 Amer. Exchange Bank Bldg.
 Owsley, Alvin, 1219½ Main Street.
 Perkins, E. B., 1102 Kirby Bldg.
 Phillips, Nelson, 1401 Kirby Bldg.
 Phillips, Townsend & Phillips, Kirby Bldg.
 Phippen, C. A. (Judge Criminal District Court No. 2), Criminal Courts Bldg.
 Read, Lowrance & Bates, 1010 Kirby Bldg.
 Rembert, Adair, 18th Fl. Republic Bank Bldg.
 Renfro, Ledbetter & McCombs, 818 Mercantile Bank Bldg.
 Robertson, Robertson & Gannon, 1201 Amer. Exchange Bank Bldg.
 Saner, Saner & Jack, 1412 Magnolia Bldg.
 Saxon, Lyle, 1310 Amer. Exchange Bank Bldg.
 Seay, Seay, Malone & Lipscomb, 5th Fl. Southland Life Bldg.
 Senter, E. G., 1412-13 Republic Bank Bldg.
 Smithdeal, Shook, Spence & Bowyer, 802 Kirby Bldg.
 Thomas, Storey & Grady, 14th Fl., Dallas Nat'l Bank Bldg.
 Thompson, Knight, Baker & Harris, 18th Fl. Republic Bank Bldg.
 Thompson, Will C., Republic Bank Bldg.
 Thompson, William, 18th Fl. Republic Bank Bldg.
 Touchstone, Wight, Gormley & Price, 1102 Magnolia Bldg.
 Turner & Rodgers, 1010 Republic Bank Bldg.
 Weisberg, Alex. F., 18th Fl. Republic Bank Bldg.
 White & Yarborough, 409 North Texas Bldg.
 Willis, J. Hart & Madden, Jr., J. W., 805 Republic Bank Bldg.
 Wright, G. G., 713 Mercantile Bank Bldg.
 Wright, George S., 18th Fl. Republic Bank Bldg.
 Young, John L., 1505 Amer. Exchange Bank Bldg.

Automobiles

Auburn Dallas Co., (R), 2123-25 Main St.
 Buick Motor Co. (FB), 1420 Young St.
 Burton, Pickens (R), 1415 Patterson Ave.
 Cameron Motor Co., Walter C., 808 N. Harwood St.
 Chevrolet Motor Co. of Texas (FB), 3221 Commerce St.
 City Chevrolet Company (R), 2650 Main Street.
 Covington-Sheppard Motor Company (Used Cars), 2000 Pacific Ave.
 Durant Motor Company of Texas (FB) (Stars and Durants), 710 N. Harwood St.
 Fishburn Motor Co., (R) (Auth. Ford and Lincoln Dealers), 101 N. Houston Street.
 Flippen Auto Co., (R) (Ford and Lincoln), 1917 Ross Ave.
 Ford Motor Company (Assembly Plant) (FB), East Grand Ave.
 Gough Motor Company (R) (Willis Knight and Whippet), Ervay and Cadiz Streets.
 Graham-Paige Company of Texas (FB), 1914 N. Harwood Street.
 Lamberth Motor Co., Inc., (R) (Ford and Lincoln), 3800 Main Street.
 Morris Co., John E. (R) (Ford and Lincoln), 120 N. Lancaster Ave.
 Nash-Texas Company, (R-FB) (Nash), 2205 Live Oak Street.
 Oak Cliff Worsham Buick Company (R), 400 W. Jefferson.
 Olds Motor Works (FB), 2119-21 Main St.
 Packard-Scruggs Co., (WR) (Packards), 710 N. Harwood Street.
 Perry Motor Co., (WR) (Dodge Distributors), 2121 Pacific Ave.
 Prather-Cadillac Co., (WR) (Cadillac), 2115 Live Oak Street.
 Reo Motor Car Co. of Texas (FB), 2120 N. Harwood St.
 Rose-Wilson Co. (R) (Fords and Lincolns), 1218 S. Ervay Street.
 Shelton & Co., J. H. (R) (Fords and Lincolns), 2311 Main Street.
 Shelton Chevrolet Co., (R) (Chevrolet Dealers), 1510 Young Street.
 Studebaker Corporation of America (FB) (Texas Branch), Canton and Browder Sts.
 Treadway Motor Co., (R) (Hupmobile), 2401 Main Street.
 Trost, Leo J. (R) (Franklin), 701 N. Pearl Street.
 Willys-Overland Inc., (FB) (Willys-Knight and Overland), 4104-08 Commerce Street.
 Worsham Buick Company, (Buick Dealers) (WR), 2019 Pacific Ave.

Automobile Accessories

Better Products Co., Inc. (M), 409 N. Zangs Blvd.
 Butler Brothers (W), Young and Ervay Streets.
 Electric Appliance Company of Dallas (W), 409 Browder St.
 Ferris Company, The (W), 2033 Commerce Street.
 Gibson Company, The J. J. (MA), 2016 Canton Street.
 Grand Company Store, Inc., F. & W., 1008 Elm Street.
 Hall Curtain Corporation (M) (Sunshades), 1109-17 N. Lancaster Ave.
 Hollingshead Co., The R. M. (FB), 2405 S. Harwood Street.
 Hunt & Company, Inc. (R), 2601 Live Oak Street.
 Johnsen, Hans (W), 2016 Commerce Street.
 Lawson Rubber & Mfg. Co., Inc. (M), S. Beckley Ave.
 Miller Motor Specialties, Inc. (M), 1004 Ross Ave.
 Moore Bros. Electric Co., Inc. (WR), 1906 Jackson Street.
 Schoellkopf Company, The (W), 305 S. Lamar Street.
 Smith Co., Harrison (W), 2123 Commerce Street.
 Southern Supply Co., The (W), 209 N. Jefferson Street.
 Southwest Wheel & Rim Co., Inc. (W) (Wheels and Rims), 2500 Commerce Street.
 Stewart-Warner Products Service Station (FB), 2122-24 Jackson Street.
 Weaver Spring & Bumper Works (M), 402 N. Pearl St.
 Western Auto Supply Co. (WR), 2100 Commerce Street.

Automobile Finance

American Motors Finance Co., 928-29 Kirby Bldg.
 C. I. T. Corporation, 808 Republic Bank Bldg.
 Commerce Securities Corporation, 1405 Amer. Exchange Bank Bldg.
 Covington-Sheppard Motor Company, 2000 Pacific Avenue.
 General Motors Acceptance Corp., 900 Athletic Bldg.
 Investment Finance Corporation, 2115 Pacific Ave.
 Jackson, A. A., 811 Amer. Exchange Bank Bldg.
 Lammers, E. S., 811 Amer. Exchange Bank Bldg.
 Rose Investment Co., Athletic Club Bldg.

Automobile Painting and Tops

A. & K. Auto Top & Paint Company, 2604 Main Street.

Automobile Parts

Ferris Company, The (W), 2033 Commerce Street.
 Morris, Jno. E. (R), 120 N. Lancaster Ave.
 P-B Brake Service Company (W) (R) (Brake Linings & Parts), Orange & Patterson Ave.
 Standard Spring & Axle Co. (M), 2816 Main Street.
 Weaver Spring & Bumper Works (M), 402 N. Pearl St.
 Word & Ostrand (R), 2902 Elm Street.

Automobile Polish

Better Products Co., Inc., (M), 409 N. Zangs Blvd.
 Brown Mfg. Company (M), 1107 Young St.
 Hollingshead Co., The R. M. (FB), 2405 S. Harwood Street.

Automobile Storage

Adolphus Auto Rent Co., 1326 Commerce St.
 Cotton Exchange Garage, 1914 San Jacinto Street.
 Magnolia Garage, 1600-2-4 Jackson Street.
 McClellan Auto Repair & Service Company, Lamar and Jackson Streets.
 Medical Arts Auto Storage, Medical Arts Bldg.
 Nichols Bros. Garage, 1320 Commerce St.

Automobile Theft Bureau

Automobile Theft Bureau, 707 Republic Bank Bldg.

Automobile Upholstering**Materials**

Padgett Bros. Co. (W), 1020 Commerce St.
 Schoellkopf Co., The (W), 305 S. Lamar St.

Automobile Washing & Polishing

Cotton Exchange Garage, 1914 San Jacinto Street.
 Tennant-Haskins Auto Wash Co., Ross Ave. and Pearl Street.

Automotive Cleaning Equipment

Tridex Corporation (FB), 221 N. St. Paul St.

Automotive Electric Equipment

Beard & Stone Electric Co., Inc. (W) (R), 2312 Main Street.
Electric Appliance Co., of Dallas (W), 409 Browder Street.
Gibson Company, The J. J. (MA), 2016 Canton St.
Moore Bros. Electric Co., Inc. (W) (R), 1906 Jackson Street.
Smith-Perry Electric Co. (W), 2008 Carter Street.
Wagner Electric Mfg. Co. (FB), 2815-17 Commerce Street.

Aviators—Commercial

Dallas Aviation School, Hangar No. 6, Love Field.
Fairchild Aerial Surveys, Inc., 2100 N. Harwood Street.
Good & Foster, Hangar No. 1, Love Field.
Travel Air Ways Company, Hangar No. 4, Love Field.

Awnings and Tents

Anchor Awning Company (M), 3921 Gaston Ave.
Dallas Tent & Awning Co. (M), 3401 Commerce Street.
Ewell Tent & Awning Company (M), 510 N. Akard Street.

Bags

American Beauty Cover Company, (Duck or Leather) (M), 1902-8 Orange Street.
Bruce Bag & Burlap Co. (New and Second-hand) (W), 1615 Pearlstone St.
Chase Bag Co., 111 S. Lamar Street.
Fulton Bag & Cotton Mills (M), Preston Street and Pacific Ave.

Bagging and Patches

Chase Bag Co. (M), 111 S. Lamar St.
Fulton Bag & Cotton Mills (M), Preston Street and Pacific Ave.
Simmons & Co., John J., 808½ Commerce Street.

Bakeries

American Pastry Company (WR), 3217 Ross Ave.
Baird's Bread Company, Mrs. (W), Bryan and Carroll Streets.
Campbell Baking Co. (W), 2100 Thomas Ave.
Chocolate Shop Bakery (W) (R), 2109 S. Ervay Street.
Hubig Co., Simon (W), 2822 McKinney Ave.
Knott's Bakery, Inc. (W) (Bread Only), 4120 Commerce St.
Leas Downyflake Doughnut Shop (Doughnuts Only) (R), 119 N. Akard Street.
Schepps-Kleber Baking Co. (W), 2225 S. Ervay Street.
Smith's Hot Shop Bakery (R), 2512 Cedar Springs Road.
Southwest Baking Company (R) (W), 3005 Elm Street.

Bakers' Supplies

Aschner Bros., Inc. (MA), 2209 Summer St.
Dennery, Inc., Charles (FB), 2824 Williams Street.
Fink Company, The (W), 3201 Worth Street.
Johnson Company, E. A. (MA), 901 S. Preston Street.

Band Instruments

Whittle Music Co., D. L. (R), 1213 Elm St.

Banks and Bankers

Adams, Nathan, Amer. Exchange Nat. Bank of Dallas, 1401-9 Main St.
American Exchange National Bank, 1401 Main Street.
Bufkin, Henry M. (Nat'l Bank of Commerce, NY), 609 Cotton Exchange Bldg.
Carden, George A. (Carden, Green & Co.), 43 Exchange Place, New York.
City National Bank, 1201 Main Street.
Dallas Clearing House Association, (J. S. Mansfield, Mgr.), Dallas National Bank, Dallas National Bank, 1590 Main Street.
Dallas Trust & Savings Bank, 1301 Main St.
Gray, Edward, 1950 Equitable Bldg., 120 Broadway, New York.
Lawther, Joe E., Liberty State Bank Bldg.
Liberty State Bank of Dallas, Elm & Harwood Streets.
Mercantile Bank & Trust Company of Texas, Main and Lamar Streets.
National Bank of Commerce of Dallas, Tex., Elm and Poydras Streets.
North Texas National Bank, Magnolia Bldg.
Oak Cliff Bank & Trust Co., 106 W. Jefferson Ave.

Republic National Bank & Trust Co., 1309 Main St.
State Trust & Savings Bank, 1606 Main St.
Talley, Lynn P. Federal Reserve Agent, Federal Reserve Bank of Dallas.
Walsh, C. C. (Federal Reserve Bank), 3606 Crescent Ave.

Bank Checks

Bankers' Supply Company (M), 2021 Jackson Street.
Division
The Todd Sales Company

Banks—Industrial Loans

Dallas Morris Plan Bank, The, 1003 Main St.

Bank Pass Books and Check**Book Covers**

American Beauty Cover Company (M), 1902-08 Orange Street.

Barber Colleges

Burton Barber College, 602 Commerce Street.

Barber Supplies

Central Barber Supply Company (W), 1920-22 Main Street.
Hoffman Co., C. E. (W), 1712 Commerce Street.
Weichsel Company, The (WM), 1105 Jackson Street.

Baskets and Crates

Verhalen Co., Walter (MR), 1001 Burt Bldg.

Batteries

Battery Depot of Texas, The (W), 2300 Griffin Street.
Cooper Corporation, The (W), 301 N. Market Street.
Folsom Company, The (Radio Devices) (MA), 212 N. Austin St.
Hawkins Tire & Battery Co. (R), 610 Jackson Street.
Hunt & Company, Inc., (R) (Exide), 2601 Live Oak Street.
Johnsen, Hans (W) (Westinghouse Batteries), 2016 Commerce Street.
Moore Bros. Electric Co., Inc. (MW), 1906 Jackson Street.
Willard Storage Battery Co. (FB), 1502 Dallas Nat'l Bank Bldg.

Bearing Rebabbiting

Watkins Rebabbiting Dallas, 2118 Jackson St.

Beauty Parlor Supplies

Central Barber Supply Company (W), 1920-22 Main Street.

Beds and Springs

Marshall Company, Inc., The (M), Love Field.
Murphy Door Bed Co. (FB), 1919 Pacific Ave.

Belting and Packing

Dallas Belting Co. (W), 2615 Commerce St.
Duecker Bros. Belting Co. (M), 703 Elm St.
Southern Supply Company, The (W), 209 N. Jefferson Ave.
United States Rubber Co. (FB), Santa Fe Bldg., Unit 4.

Beverages

Coca Cola Bottling Co. (M), 1101 Second Ave.
Coca Cola Co. (FB), 2019 N. Lamar Street.
Dr. Pepper Company (M), 401 Main Street.
Leas Downyflake Doughnut Shop (R), 119 N. Akard Street.
Maltermoro Vineyards Ass'n (W) (R), Santa Fe Bldg.
Morgan Warehouse & Commercial Co. (W), 1917 N. Houston St.
Premier Distributing Company (MA), 1301 Broom Street.
Star Bottling Company (M), 3600 Ross Ave.
Texas Big Boy Company (M) (Ginger Ale), 3917 Main St.
Threemore Products Company (M), 2007 S. Ervay Street.

Bicycles and Supplies

Dunn Cycle & Sporting Goods Co., B. A. (R), Young & Akard Streets.
Johnsen, Hans (W), 2016 Commerce Street.
Ott, Chas. (R), 1007 Elm Street.

Billard Tables

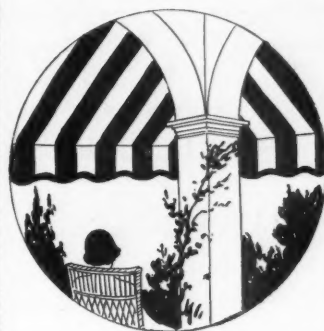
Brunswick-Balke-Collender Co. (FB), 811 Elm Street.

Blank Books

Barnard Stationery Company, Geo. D. (FB), Commerce and Poydras Streets.

Blue Prints

Huey & Philp Hardware Co., 1029 Elm Street.
Johnson, John J., 1912 N. St. Paul Street.
Southwestern Blue Print Co., 107 Constr. Indust. Bldg.

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BURGESS, BURGESS, CHRESTMAN & BRUNDIDGE

Attorneys

1106-1112 Southwestern Life Bldg.

General Civil Practice

Specialties—Corporations, Insurance, Machinery and Real Estate Practice.

Boilers

Cowles & Company (FB) (Boiler Settings),
721 Mercantile Bank Bldg.
Texas Boiler & Machinery Company (M),
3215 Hickory Street.

Office Phone
7-5561

Res. Phone
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Van Zandt Co., John H. (MA), 408 Dallas
Nat'l Bank Bldg.
Wyatt Metal & Boiler Works (M), West
Dallas Pike.

Bonds—Municipal

Brown-Crummer Investment Co., 1407-S
Kirby Bldg.
Federal Mortgage Company, 2nd Fl. Prae-
torian Bldg.
Garrett & Company, 707 Amer. Exchange
Bank Bldg.

Bonds—Surety

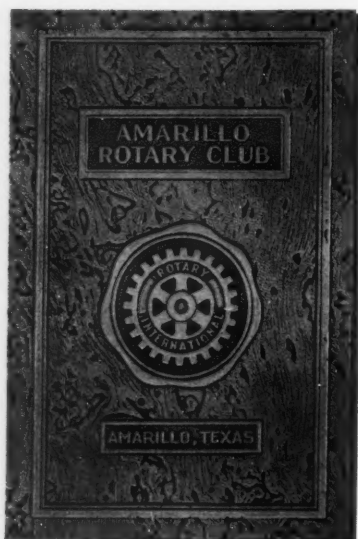
American Surety Company, 1713-15 Santa
Fe Bldg.

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Belcher-Wyatt Company, 208-9 Burt Bldg.
Cochran & Houseman, Inc., 909 Santa Fe
Bldg.
Craddock & Smith, 312 Magnolia Bldg.
Federal Mortgage Co., 2nd Fl. Praetorian
Bldg.
Fidelity & Deposit Company of Maryland,
1501 Santa Fe Bldg.
Kirkpatrick-Thompson Co., 1001-8 Praetorian
Bldg.
Massachusetts Bonding & Insurance Co., 509
Southwestern Life Bldg.
Maxson, Harry L., 921 Santa Fe Bldg.
Penner, A. L. (Affiliated Aetna Companies),
1022 Kirby Bldg.
Sheerin, Steele Co., 416 Marvin Bldg.
Simpson & Cathey, 208 Southwestern Life
Bldg.
Southern Surety Co., 511 Magnolia Bldg.
Standard Accident Insurance Co., 1507 Dal-
las Nat'l Bank Bldg.
Stroter-Peterson Company, 1613 Republic
Bank Bldg.
United States Fidelity Guaranty Co., 17th
Fl. Allen Bldg.

Books

Baptist Book Store (R), 1019 Main Street.
Cokesbury Press (Lamar & Whitmore), 1308
Commerce Street.
Grollier Society, The (R), 507-8 Mercantile
Bank Bldg.
Lamar & Whitmore (R), 1308 Commerce St.
Van Winkle, J. D. (R), 1609 Elm Street.

Bookbinders

American Beauty Cover Company, 1902-8
Orange Street.
Busch, Max, 910½ Elm Street.
Curtis, Cowan, Van Huss, 917 Camp Street.
Dorsey Company, The, Commerce and Poy-
dras Streets.
Nuss, Henry, 416 S Ervay Street.
Southwest Printing Co., 917 Camp Street.
Walraven Book Cover Co., A. T., 1507 Caruth
Street.

Book Covers

American Beauty Cover Co. (M), 1902-8
Orange Street.
Walraven Book Cover Co., A. T. (M), 1507
Caruth Street.

**Bookkeeping and Billing
Machines**

Burroughs Adding Machine Co. (FB), 703-
4-23 Santa Fe Bldg.
Remington Rand Business Service Inc. (FB),
1603 Commerce Street.

Bottles

Illinois Glass Co. (FB), 408 Mercantile Bank
Bldg.
Peaslee-Gaulbert Corp. (FB), Earl and Lo-
gan Streets.
Southern Specialty Co. (W), 2025 Cedar
Springs Road.

**Bottlers' Machinery and
Supplies**

Bishop & Babcock Sales Co., The (FB),
1107 Jackson Street.
Dennery, Inc., Charles (FB), 2824 Williams
Street.
Electrified Water Company (Paper Cups),
2609 S. Ervay Street.
Illinois Glass Co. (FB), 408 Mercantile Bank
Bldg.
Liquid Carbonic Co. of Texas, The (FB),
2nd Fl. Unit 2, Santa Fe Bldg.

Bottling Works

Coca Cola Bottling Works (M), 1101 Sec-
ond Ave.
Dr. Pepper Company (M), 401 Main Street.
Star Bottling Company, 3600 Ross Ave.
Texas Big Boy Co., 3917 Main Street.

Box Manufacturers—Wood

Continental Wirebound Box Company, 2301
Lamesa Street.
Shoupe Lumber Co., J. R., 3113 Main Street

Box Manufacturers—Paper

Equality Paper Box Company, Inc., 1609
Hughes Circle.
Pollock Paper & Box Co., 2236 S. Lamar St.
Texas Paper Company, 1200 Patterson Ave.
Texas Corrugated Box Co., Love Field.

Brake Service

Brake Service Corp., 2933-35 Main Street.
P-B Brake Service Company (Free Brake Testing), Orange & Patterson Ave.

Brass Foundries

Kennedy Machine & Brass Company, 3104 Oak Lane Street.
Model Brass Mfg. Co. (Brass Founders & Finishers), 2311 Hickory St.
Trinity Brass & Copper Company, 2913 Elm Street.

Brick and Tile

Acme Brick Company (FB), 1810 Santa Fe Bldg.
Cowles & Company (MA) (Fire Brick), 721 Mercantile Bank Bldg.
Ferris Brick Co. (FB), 314 So. Preston St.
Fraser Brick Co. (FB), 810 Central Bank Bldg.
Macatee & Sons, W. L. (MA), 2907 San Jacinto Street.
Reliance Clay Products Company (FB), 2003 Republic Bank Bldg.

Bridge Builders

Austin Bros., 1815 Combs Street.
Mosher Steel & Machinery Co., Maple Ave. Road.
Virginia Bridge & Iron Co., of Tenn., 1429 Kirby Bldg.

Brokers—Merchandise

Easterwood, Jr., Wm. E. (Listerated Gum), 519 S. Akard Street.
Ebeling Company, Mart, 1321 Athletic Club Bldg.
Interstate Brokerage Co., 315 N. Preston St.
Kennedy Brokerage Company, 3104 Oak Lane Street.
Kingsbury Brokerage Co., 309 N. Preston St.
Meinrath Brokerage Co., 420 Mercantile Bank Bldg.
Mills-Erwin Co., 1201 Magnolia Bldg.
Oliver-Taylor Company, 1240 Athletic Club Bldg.
Overton & Co., W. W., 618-21 Mercantile Bank Bldg.
Palmer Bros. Inc., 1104 Santa Fe Bldg.
Platter, Chas. H., 1213 Commerce Street.
Powell Co., A. T., 511 Central Bank Bldg.
Quillian & Maupin, 1816 Magnolia Bldg.
Southern Brokerage & Sales Co., 603 Burt Bldg.
Western Sales Agency, Inc., 1702 Patterson Ave.
Witherspoon & Smith, Inc., 1304 Santa Fe Bldg.

Building and Loan Associations

Colonial Building & Loan Ass'n, 1412-14 Allen Bldg.
Commonwealth Building & Loan Ass'n., 1813 Main Street.
Continental-Southland Bldg. & Loan Assn., 1305 Main St.
Dallas Building & Loan Association, 1319 Commerce St.
Empire Building & Loan Association, 104 Stone Street.
Midland Building & Loan Ass'n, 1002 Santa Fe Bldg.
National Savings & Loan Ass'n., 1005 Main Street.
Paramount Building & Loan Ass'n, 627 Kirby Bldg.
Prudential Building & Loan Ass'n, The, 108 Murphy Street.
Railroad Building & Loan Ass'n, 1409 Main Street.
Texas Building & Loan Association of Dallas, 804 Wilson Bldg.
Union Reserve Building & Loan Ass'n, 703 Kirby Bldg.

Building and Loan Pass Books

American Beauty Cover Co. (M), 1902-08 Orange Street.

Building Materials

Atlantic & Atlanta Terra Cotta Co. (FB), 1311 Praetorian Bldg.
Berger Mfg. Co., (M-FB), Corinth & Pearl Streets.
Celotex Company, the (FB) (Insulating Cane Fibre Board), 209 Exposition Ave.
Chase Brass & Copper Company (FB), 1513 American Exchange Bank Bldg.
Concrete Engineering Co. (FB), 705 Constr. Indust. Bldg.
Dallas Architectural Decorating Co. (M), 2500 Latimer Street.
DeWees Co., R. J. (W), 616 Slaughter Bldg.
Edwards Mfg. Co., of Texas (FB), Market and Collins Street.
Griffiths & Company (W), 918-44 S. Lamar Street.
Macatee & Sons, W. L. (W), 2907 San Jacinto Street.

Moore & Co. (W), 400 Main Street.
Mosher Steel & Machinery Co. (M), Maple Ave. Road.
Nichols Co., S. W. (W), 209 Exposition Ave.
Roddie Lumber & Veneer Company, 2403 S. Harwood Street.
Rogers Asbestos Company, 947-51 S. Lamar Street.
Sanitary Construction Company (Wainscot) (Sani-Onyx & Sani-Metal), 1810 Orange St.
Shepperson, A. P. (Specialties), 520 Construction Indust. Bldg.
Southwest Marble Co. (W), 818 Santa Fe Bldg.
Universal Building Products Company, 306 Const. Indust. Bldg.
Vitrolite Construction Co., The, 3207 Commerce Street.

Burial Grounds

Restland Memorial Grounds (Realty Development Corp., Owners & Developers), 1012 Fidelity Union Bldg.

Bus Lines

Dixie Motor Coach Corporation, 701 Jackson Street.
Greenville Red Ball Bus Line, 700 Commerce Street.
Southland Transportation Corporation (Motor), 305 Calcasieu Bldg., San Antonio, Texas.

Business Colleges

Byrne Commercial College, 1708½ Commerce Street.
Draughon's Business College, 105½ N. St. Paul Street.
Harrell Business College, 4907 Lindsley Ave.
International Accountants Society, 509 Republic Bank Bldg.
Metropolitan Business College, 1809 Commerce Street.
Shamburger Business College, 5101 Columbia Ave.

Business Service

International Accountants Society, 509 Republic Bank Bldg.

The Sky Line



Wilson Syndicate Trust, Owners; Sanguinet and Staats, Architects; Watson Co., Dallas, Builders; Steel by Mosher.

Rising twelve stories on Elm St. and eight stories on Main St. from a foundation of solid rock, the Wilson Building stands in the heart of downtown Dallas. Completely fire-proofed and handsomely finished, no structure in the country is more solidly built.

The Wilson Building has a total of 183,000 square feet of floor space; 540 suites of offices, finished throughout in mahogany, occupy the space above the third floor. The Titche-Goettinger Co., operating one of the best and most modernly equipped department stores in the South, have since the completion of the building occupied the basement and first two floors of the structure, aggregating 50,000 square feet floor space.

The Wilson Building was built to endure. With a foundation of solid rock and frame of steel, the building will stand through the ages. It is a monument to the foresight of local capitalists and local industry.

The Wilson Building is the first structure that the Mosher Steel and Machinery Co. fabricated and erected steel for—that was 27 years ago, 1902. Today buildings and bridges, hundreds of them, in which there are thousands of tons of steel fabricated by Mosher dot the Southwest. Over a period of years Mosher has earned an enviable reputation for dependable engineering and manufacturing.

MOSHER
Steel and Machinery Co.
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Hydraulic Investigations
Water Supply
Irrigation
Flood Control
Drainage
Dams
and
Power Development
Investigations for Financial
Institutions

**FLOYD
&
LOCHRIDGE**

Consulting
Engineers

WILSON BUILDING

DALLAS, TEXAS

ZUBER & ZUBER

Wholesale Collections
408 Santa Fe Bldg.

Established 1918

C. B. Zuber

F. M. Zuber

NEW!

AUTOMATIC ICE SHAVING AND CUTTING MACHINE



FOR—
Parks
Beaches
Grandstands
Theatres
Drug Stores
Confectioneries

Dance Halls
Swimming Pools
Carnivals
Circuses
Baseball Parks
Excursion Boats
Etc.

This Machine will chip ice as well as shaved ice for fountain drinks; also handle all supplies such as tin spoons, paper cups, paper cones and syrup flavors of all kinds.

Bert Electric Equipped Machines are guaranteed for twelve months.

The Bert Snow Ice Machine operates and cuts off automatically.

The Texas State Fair at Dallas awarded the Bert Machine highest merit award for Industrial Exhibits.

Meets the need for a machine to shave ice for the making of glaces, fruit snow, snow cones, etc.

An automatic Bert Machine will pay for itself on labor saving alone as it requires no attention. Now, here is your opportunity to get right in on a real money maker. The new season is on right now.

Write or phone for further information

The Samuel Bert Mfg. Company
Second Hand Machines Taken In Exchange

1504 S. Akard St.—Phone 7-5246

DALLAS

Butchers' Supplies

Bishop-Babcock Sales Co., The (FB), 1107 Jackson Street.
Enterprise Butchers' Supply Co. (W), 612 Elm Street.
Friedrich, Ed (FB), 2012 Commerce Street.
Texas Butchers' Supply Co. (W), 413 S. Ervay Street.

Butter and Cheese

Ablon & Sons, Ben, 1000 Camp Street.
Kadane-Brown, Inc. (W), 2116 Canton St.
Knaur Cheese Company, Inc. (MW), 4434 Cedar Creek Drive.
Supperstein, D. M. Distributor (JW) (Kraft-Phenix), 1917 N. Houston Street.

Candy

Ball Nut & Candy Company (MWR), 128 W. Jefferson Street.
Brown Cracker & Candy Co. (M), Jefferson and Caruth Streets.
Grand Company Stores, Inc., F. & W. (R), 1008 Elm Street.
House, J. M. (M), 2417 Irwin Street.
Hughes Bros. Mfg. Co. (M), 1401 S. Ervay Street.
Leader Candy Co. (MR), 1519 Elm Street.
Metzler Bros., Inc. (MR), 1402 Main Street.
Richards Co., M. L. The (W), 1905 N. Harwood Street.
Thomas Confectionery Co. (MR), 1508 Elm Street.

Carbonic Acid Gas

Liquid Carbonic Co. of Texas, The (M), 2nd Fl., Unit 2, Santa Fe Bldg.

Card Record Systems

Remington Rand Business Service, Inc. (FB), 1603 Commerce St.

Cash Registers

Ewing Co., S. L. (R), 1606 Commerce St.
National Cash Register Co. (FB), 1100 Commerce St.
Remington Cash Register Sales Company (FB), 2016 Main Street.

Cement Plants

Lone Star Cement Company Texas (M), 1401 Santa Fe Bldg.
Trinity Portland Cement Co. (M), 17th Fl. Santa Fe Bldg.

Check Protectors

Bankers' Supply Co., Division, The Todd Sales Co. (FB), 2021 Jackson Street.

Chemicals

Barlow, Distributor, Joe (W), 320 S. Crow-dus Street.
Brown Mfg. Company (M) (Auto Cleaner and Metal Polish), 1107 Young Street.
DeForest Co., T. S. (W), 2401-11 K. Street.
First Texas Chemical Co. (M), 1814 N. Lamar Street.
Hollingshead Co., The R. M. (FB), 2405 S. Harwood Street.
Modern Chemical & Mfg. Co., Inc. (M), 1705 Republic Bank Bldg.
Peaslee-Gaulbert Corp. (FB), 2404 Logan St.
Southwest Chemical Corporation (M), 3408 Ross Ave.
Superior Products Co. (M), 1015 Corinth St.
United Chemical Company (M), 1801 Santa Fe Bldg.

Chemists

Bristol-Myers Company, 502 Santa Fe Bldg.
Chemical Engineering Corporation (Consulting and Analytical), 2302 Hickory St.
Dallas Laboratories, (Consulting & Analytical) 2411 S. Harwood Street.
Kontol Company, The (Commercial), 1006 Santa Fe Bldg.
Pittsburg Testing Laboratory of Texas, 1025 Santa Fe Bldg.
Shetler & Dohme, Inc., of Texas (M), 1801 Commerce Street.
Southwestern Laboratories, (Consulting and Analytical), 1812½ Main Street.

Chiropractors

McMurrain, S. T., 301-6 Linz Bldg.

Cigars and Tobacco—Retail

Metzler Bros., Inc. 1402 Main Street.
Schulte, Inc., A., Main & Akard Streets.
United Cigar Stores Co., 1414 Main Street.

Cigars and Tobacco—Wholesale

Brannon-Signaigo Cigar Co., 607 S. Ervay Street.
Butler Brothers, Ervay and Young Streets.
Eppstein & Co., E., 1304 Jackson Street.
Finck Cigar Factory, 1709 Live Oak Street.
Liggett & Myers Tobacco Co. (FB), Main and Harwood Streets.
Metzler Bros., Inc., 1402 Main Street.
Phillips, L., 709 S. Ervay Street.
Shedd Company, The Chas. M., 209 S. Market Street.
Southwest Cigar Company, 2111 Commerce Street.

City and County Officials

Burt, R. E., Mayor of Dallas, Municipal Bldg.
Cullom, Jno. H. (Dallas County Tax Collector), Court House.
Everman, John W. (Superv. of Public Utilities), Municipal Bldg.
Finks, J. B. (District Clerk), Court House.
Goerner, H. L. (County Sup't of Schools), 220 S. Ewing Ave.
Hood, H. A. "Hal" (Sheriff), Criminal Courts Bldg.
McCraw, William (District Attorney), Criminal Courts Bldg.
Pippen, C. A. (Judge Criminal Dist. Court No. 2), Criminal Courts Bldg.
Slaughter, J. W. (County Commissioner), Court House.
Treasurer of Dallas County, Court House.
Vineyard, R. A. (Assessor), 902 Waverly Avenue.
Whiteley, D. C. (County Clerk's Office), Court House.
Wood, E. A. (City Plan Engineer), 307 City Hall.

City Directory Publishers

Worley Directory Co., John F., 905 Main St.

City Schools

Cauthorn, E. B. (Ass't Supt. Dallas Schools), C/O Board of Education.
Crozier, Norman R. (Supt. of Public Schools), Administration Bldg.

Cleaners and Dyers

Brannon's Dyeing & Dry Cleaning Company, 4301 Bryan Street.
Campbell Cleaning & Dye Works, 2401 McKinney Ave.
Fishburn Dyeing & Dry Cleaning Co., 3205 Ross Ave.
Lakeside Laundry & Cleaning Co., Zangs Blvd. & Marsalis Street.
Leachman's Dallas Steam Laundry & Dye works, 2009 Hickory Street.
McGuire Cleaning & Dyeing Co., 2100 S. Ervay Street.
Muller Dye Works, 3405-7 Grand Ave.
Oriental Dyeing & Dry Cleaning Co., 2125 N. Harwood Street.
Paris Cleaning & Dyeing Co. (W), 3620 N. Fitzhugh Ave.
Progress Laundry & Cleaning Co., The, 3508-12 Live Oak Street.
Singleton's Dyeing & Dry Cleaning Co., 633 W. Davis Street.
White Star, Inc., 3209-13 Knox Street.



Clergymen

Young, Dr. L. D., 3619 Harwood Street.

Clothing Manufacturers

Annette Dress Manufacturing Co. (Wash Dresses and Handkerchiefs), 706½ Commerce Street.
Haggar Company, Santa Fe Bldg., Unit 4.
Marcy Lee Mfg. Co. (Wash Dresses), 2212 S. Lamar Street.
Rose Manufacturing Co., 1106 Commerce St.

Clothing—Retail

Fields Clothing, Inc., 1506 Main Street.
Lewis Co., R. G., 1914 Elm Street.

Clothing—Wholesale

Blue Bonnet Co., Santa Fe Bldg.
Butler Brothers, Ervay & Young Streets.
Haggar Company, Santa Fe Bldg., Unit 4.
Harris & Company, Sol, 1109-11 Commerce Street.
Higginbotham-Bailey-Logan Co., 900 Jackson Street.
Perkins Dry Goods Co., 708 Jackson Street.
Rose Manufacturing Co., 1106 Commerce St.

Coal and Other Fuels

McAlester Fuel Co., The (W), 821 Wilson Bldg.
Penniman Coal Co. (R), 3000 Junius Street.
Pulliam-Trewitt Coal Co. (R), 510 Second Ave. Cor. Santa Fe.
Shannon Fuel Service, M. B., Shannon Bldg., 2405 S. Harwood Street.

Coffee, Tea and Spices

American Universal Coffee Co. (M), 1626 Bryan Street.
B. & C. Coffee Co. (W), 4420 Elm Street.
Cullum & Co., A. W. (W), 312 N. Preston Street.
Dal-Tex Coffee Company (M), 1113 Hord Street.
Great Atlantic & Pacific Tea Co., The (FB), Houston & McKinney Ave.
Jewel Tea Company, Inc. (FB), 3136 San Jacinto Street.
Maury-Cole Company (M), 2112 N. Lamar Street.
New Orleans Coffee Co. (W) (Western Sales Mgr.), 405 Slaughter Bldg.
United States Coffee & Tea Co. (R), 1005 Camp Street.
Waples-Platter Grocer Co. (WM), Lamar & Broom Streets.
Webster Grocer Co. (W), Laws, Broom & Carter Streets.
Western States Grocery Co. (W), N. Hawkins and Pacific Ave.

Coffins and Caskets

Dallas Coffin Co. (M), 1321 S. Lamar St.
National Casket Co. (M), 1601 S. Lamar St.

Cold Storage

Ablon & Sons, Ben, 1000 Camp St.
Merchants' Fireproof Storage Co., 1301 Broom St.
Morgan Warehouse & Commercial Co., 1917 N. Houston St.
Pure Ice & Cold Storage Co., 906 So. Harwood St.
Southern Ice & Utilities Co., 1114 Santa Fe Bldg.

Collections and Adjustments

Claims Adjustment Co., 1307-8 Southwestern Life Bldg.
Credit Clearing House Adjustment Corp., 603 Magnolia Bldg.
Creditors Surety Co., & C. T. Clapp, 710 Wilson Bldg.
Dudley & Co., C. S., 412-17 Mercantile Bank Bldg.
Merchants Red Book Co., Inc., 2114½ Jackson St.
North Texas Adjustment & Interchange Bureau, 725 Santa Fe Bldg.
Schwarz, Adolph M., Amer. Exchg. Bank Bldg.
Zuber & Zuber, 408 Santa Fe Bldg.

Commercial Bodies

Edwards Wheel & Body Works, Inc. (M), 3900 East Side Ave.
F. & S. Body Co. (M), 3027 Commerce St.
Matthews & Hudson (M), 3201 Worth St.

Commercial Paper

American Motors Finance Co., 928-29 Kirby Bldg.
Commerce Securities Corporation, 1405 Amer. Exchg. Bank Bldg.
Compton, C. V., 807 Republic Bank Bldg.
General Motors Acceptance Corp., 900 Athletic Bldg.
Hibernia Securities Co., Inc., 806 American Exchg. Bank Bldg.

Commissaries

Central Commissary Co., 1101 Ross Ave.

Concrete Products

Lock Joint Pipe Co. (M), 711 Constr. Indust. Bldg.

Confectioneries

Chocolate Shop Confectionery, 1100 Elm St.
Leader Candy Co., 1519 Elm St.
Metzler Brothers, Inc., Elm, Ervay and Live Oak.
Thomas Confectionery Co., 1508 Elm St.

Confectioners' Supplies

Bert Manufacturing Co., Samuel (W), 1504 S. Akard St.
Dennery, Inc., Charles (W), 2824 Williams St.

Construction Reports

Dodge Corporation, F. W., 811 Thomas Bldg.

Consulting Engineers

Floyd & Lochridge, Wilson Bldg.

Contractors

American Roofing Co. (Roofing), 3213½ Ross Ave.
Anderson-Reagan Company, Interurban Bldg.
Atex Construction Co., 909 Republic Bank Bldg.
Bailey, Burns & Fitzpatrick (General), 602 Mercantile Bank Bldg.
Bellows-Macley Construction Co., 603 Construction Industries Bldg.
Burford & Son, L. M. (Gen'l Building), 409 Melba Bldg.
Burgher Construction Company, Cedric (General), 2005 Republic Bank Bldg.
Callahan Construction Co. (Irrigation and Drainage), 707-8-9 Kirby Bldg.
Central Commissary Co. (Boarding & Commissary), 1101 Ross Ave.
Central Contracting Co. (General), 1242 Athletic Club Bldg.
Christy-Dolph Construction Co. (Bldg. Construction), 806 Central Bank Bldg.
Churchill-Humphrey Co. (General), 202 Burt Bldg.
Crowley Brothers (Cement), 3017 Knox St.
Cullum, W. G., 905 Allen Bldg.
Curtis, H. J. (Building), 907 Camp St.
Dallas Transportation Company (Excavating), Bourbon and Eakin Sts.
Dalton, E. L., 319 Wilson Bldg.
Dearing & Sons, R. H. (Artesian and Oil Well Contrs., Drilling), 801 Allen Bldg.

Eckert-Burton Construction Company (General), 603 Melba Bldg.
Eproson & Company (Road), 906 Southwestern Life Bldg.
Estep & Co., R. J., 903 Praetorian Bldg.
Fuess & Company, C. A. (Gen'l Bldg.), 1900 N. St. Paul St.
Fuller Construction Co. (General), 1206 Republic Bank Bldg.
Garwick, A. K. (General), 4414 Worth St.
Gifford, Hill & Co., Inc. (Railroad), 611 North Texas Bldg.
Heiskell & Company, J. A., 1203 Hampton Road.
Henger & Chambers Company, 1600 Dallas Nat'l Bank Bldg.
Hickey & Harrington, 628 Constr. Indust. Bldg.
Holliday Construction Co., Inc. (Hauling), 812 Allen Bldg.
Hughes-O'Rourke Construction Co., 1713½ Live Oak St.
Hutsell & Company, C. D. (Building), 3009 N. Henderson Ave.
Janet Contracting Co., 805 Trunk Ave.
Jopling Construction Co., 428-29 Fidelity Union Bldg.
King, W. H. (General), 519 Constr. Indust. Bldg.
Klein Bros. Co. (Cement), Junius and Walton Sts.
Lacy Company, L. H. (General), 202 Burt Bldg.
Lockett & Co., Ltd., A. M. (Contracting Engineers), 305 Magnolia Bldg.
McCorry Company, The J. B., 618 Praetorian Bldg.
McKenzie Construction Co., 510 Constr. Indust. Bldg.
McQueen & Company, 1901 N. Harwood St.
Montgomery, P. O'B. (General), 504-5 Constr. Indust. Bldg.

W. E. CALLAHAN CONSTRUCTION CO.

W. E. Callahan, President
H. F. McFarland, Jr., Vice President
Paul Grafe, Vice President
Wm. McCormick, Secretary-Treasurer
General Office, 708-9 Kirby Bldg.
Dallas, Texas
Drainage, Irrigation, Railroad, Levee

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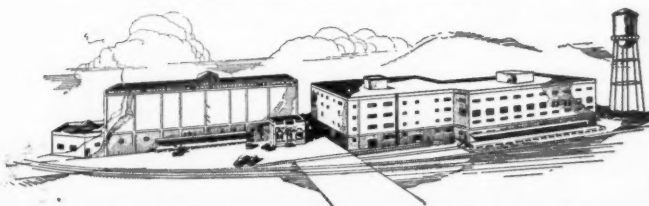
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An efficient and well-organized warehousing personnel seeks the
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One of the Finest Pure-Food Storage Warehouses in the World!

Contractors (Cont'd)

Murchison Oil Company (Drilling), 917 Amer. Exch. Bank Bldg.
 Nichols Co., S. W., 209 Exposition Ave.
 Oklahoma Contracting Company (Pipe Line), 5500 Holmes Street Road.
 Proctor, J. A. (Store Fronts and Fixtures), 2026 Cullen St.
 Republic Tile Company (Tile), 701 S. St. Paul St.
 Shaw & Company, C. L. (General), 767 S. Lamar St.
 Slaughter Construction Company (General), 424-25 Linz Bldg.
 Smith & Rawlings (Sheet Metal), 1713 Young St.
 Smith Bros., Inc., 1201-3 Santa Fe Bldg.
 Thomas-Sable Construction Co. (General Building), 1302 Masonic St.
 Thomas & Yarbrough (General), 1011 Southwestern Life Bldg.
 Uvalde Paving Co. (Paving), 921 Santa Fe Bldg.
 Vilbig & Company, J. Lee (Excavating), 2517 Eakin St.
 Watson Company, 1927 So. Akard St.
 Whitley, Walter, 3009 Knox St.
 Williamson & Greer, Inc. (Plastering), 810 Dallas Nat'l Bank Bldg.

Contractors Equipment

Bartholow Company, J. W., 1221 So. Lamar St.
 Browning-Ferris Machinery Co., 205 Exposition Ave.
 Crane Company, F. C., 1301 S. Lamar St.
 Smith Company, The Geo. W., 521 So. Akard St.
 Southern Supply Company, The (W), 209 N. Jefferson Ave.

Cooking Compounds

Armstrong Packing Company (M), Alma St.
 Procter & Gamble Distributing Co. (FB), 525 Fidelity Union Bldg.
 Procter & Gamble Mfg. Co., The (M), 1226 Loomis St.

Cooperage

Dallas Cooperage & Woodenware Co. (M), C and 15th Sts.

Cooperative Marketing Association

Texas Farm Bureau Cotton Association (Harry Williams, Trustee & Treasurer), 1100 So. Ervay St.

Cork Insulation

Armstrong Cork & Insulating Co. (FB), 706 Santa Fe Bldg.

Corsets

Gossard Company, The H. W., 614 Santa Fe Bldg.

Cotton Buyers, Exporters and Brokers

Anderson-Clayton & Co., 621 Cotton Exchange Bldg.
 Bertrand & Co., W. H., 213 Browder St.
 Blanton, L. O., 1009 Cotton Exchange Bldg.
 Brass, Franz, 901 Cotton Exchange Bldg.
 Brooks & Co., 1119 Cotton Exchange Bldg.
 Bulley & Son, S. M., 1403 Cotton Exchange Bldg.

Clay & Co., 1415-16 Cotton Exchange Bldg.
 Cocke, Philip St. Geo., 1009 Cotton Exchange Bldg.
 Dallas Cotton Factors Corp., 315 Cotton Exchange Bldg.
 Dixon & Bro., R. L., 1305 Cotton Exchange Bldg.
 Eccles & Co., Alexander, 803 Cotton Exchange Bldg.
 Edwards & Co., H. L., Inc., 701 Cotton Exchange Bldg.
 Felder & Co., W. D., 1003 Cotton Exchange Bldg.
 Fenner & Beane, 211 Magnolia Bldg.
 Fullerton & Co., A. G., 816 Kirby Bldg.
 Goldman & Co., J. L., 719 Cotton Exchange Bldg.
 Hannay-O'Donnell, Inc., 1207 Cotton Exchange Bldg.
 Hudspeth & Co., G. J., 1013 Cotton Exchange Bldg.
 Hughes-Bell & Company, 419 Cotton Exchange Bldg.
 Japan Cotton Company, 15th Flr. Cotton Exchange Bldg.
 Jenks-Gwynne & Company, 701 Cotton Exchange Bldg.
 Kahn & Co., Inc., J., 1203 Cotton Exchange Bldg.
 Launey & Company, George V., 909 Cotton Exchange Bldg.
 Lee & Briscoe, Inc., 417 Cotton Exchange Bldg.
 Logan & Co., 1419 Cotton Exchange Bldg.
 Major, Cleaver & Co., 1019 Cotton Exchange Bldg.
 Mason-Smith & Co., 917 Cotton Exchange Bldg.
 McKee & Co., N. D., 708-9 Cotton Exchange Bldg.
 McNamee & Company, Cotton Exchange Bldg.
 Pugh, Lyons & Co., 818-19 Cotton Exchange Bldg.
 Sonnentheil & Company (Cotton, Stocks & Grain), 1505 Commerce St.
 Southern Cotton Co., 16th Flr. Cotton Exchange Bldg.
 Tarver, Steele & Co., Inc., 905 Cotton Exchange Bldg.
 Thompson & Company, S. N., 617 Cotton Exchange Bldg.
 Underwood & Co., H. F., 503 Cotton Exchange Bldg.
 Weil Bros., 519 Cotton Exchange Bldg.
 Wells & Stanton, 706 Kirby Bldg.
 Willis & Co., Floyd, 1317 Cotton Exchange Bldg.
 Wilson Company, J. W., 817 Kirby Bldg.

Cotton Gins

North Texas Gin Co., 401 Riley Bldg.

Cotton Mills

Dallas Cotton Mills Co., The, Corinth St.
 Fulton Bag & Cotton Mills, No. Preston and Pacific.
 Miller Mfg. Co., C. R., Santa Fe Bldg. (Mill at Love Field).
 Texas Hosiery Mills, 1201 Patterson Ave.

Cotton Patches

Catuna, Albert (Shippers Patching Ass'n), 413 Cotton Exchange Bldg.

Cotton Seed Oil Mills

Dallas Oil Refining Co., 3131 Oak Lane.
 Planters Cotton Seed Products Co., 4401 S. Fitzhugh.
 Quanah & Sweetwater Cotton Oil Co., 1504 American Exchg. Bank Bldg.
 Trinity Cotton Oil Company, 701-15 Bellevue, cor. Austin St.

Cotton Seed Products

Lacy, D. A., 709 American Exch. Bank Bldg.
 North Texas Cotton Breeders Assn., 1212 Praetorian Bldg.
 North Texas Gin Co., 401 Riley Bldg.
 Simmons, Jr., J. W., 1504 American Exchg. Bank Bldg.
 Tobian & Co., Louis, 1232 Allen Bldg.
 Woodall & Pendleton, 1204 Santa Fe Bldg.

Cotton Warehouses

Cotton Concentration Co., The, 409 Cotton Exchange Bldg.
 Shippers' Compress & Warehouse Co., 707 Cotton Exchange Bldg.

Cotton Waste

Dallas Sanitary Wiping Cloth Co. (M), 2013 Latimer St.
 Dallas Waste Mills (M), Terminal Ry. and Central Ave.

Crackers and Cakes

Brown Cracker & Candy Co. (M), Jefferson, Market and Caruth Sts.
 Iten Biscuit Company (FB), 2213-15 Laws St.
 National Biscuit Co. (FB), 3601 Main St.

Credit Bureaus

Creditors Surety Co., & C. T. Clapp, 710 Wilson Bldg.
 North Texas Adjustment & Interchange Bureau, 725 Santa Fe Bldg.

Culverts and Tanks

Atlas Metal Works (M), 2601 Alamo St.
 Berger Mfg. Co. (M-FB), Corinth and Pearl Sts.
 Lone Star Road Machinery Co., Inc., 2003 S. Akard St.
 Western Metal Manufacturing Company (M), 831 4th St.
 Wyatt Metal & Boiler Works (M), West Dallas.

Custom House Brokers

Zanes & Company, Dallas Nat'l Bank Bldg.

Dairies and Creameries

Dallas Milk Company, 1311 Leonard St.
 Highland Jersey Farm Dairy, Inc., 2314 Live Oak St.
 Metzger Creameries, 5210 Holmes St., Rte. No. 11.
 Mistletoe Creameries, 618 No. Akard St.
 Tennessee Dairies, Inc., Crowds St. and Pacific Ave.

Dairy and Creamery Equipment

Cabell Engineering & Creamery Machinery Co. (M), 2315 Main St.
 Meyer-Blanke Company (M), 316 No. Preston.

Dairy and Poultry Supplies

Lawther Mills, W. J., Maple Ave. Road.
 Nicholson Seed Co., Robert, 2113 North Lamar St.
 Southland Seed Company (Remedies), 912 Elm Street.

Dentists

Nash, Dr. Ira E., 1707 Medical Arts Bldg.
 Pyorrhea & Dental Clinic, 1513½ Main St.

Department Stores

Clark's Dollar Store, 1204 Elm Street.
 Dysterbach Co., Sam, Elm and Pearl Sts.
 Grand Company Stores, Inc., F. & W. (R), 1008 Elm Street.
 Grant Co., W. T., 1606 Elm St. and 1607 Main St.
 Green Co., W. A., 1516 Elm St.
 Harris & Co., A., Main and Akard Sts.
 Neiman-Marcus Co., Main and Ervay Sts.
 Perkins Bros. Co., Jackson and Austin Sts.
 Sanger Bros., Main and Lamar Sts.
 Titcher-Goettinger Co., Elm and Ervay Sts.
 Weil & Co., I. H., Elm and Murphy Sts.

Detective Agencies

Burns International Detective Agency, Inc., Wm. J., 614-15 Kirby Bldg.
 Guggenheim, Harry, 415 Slaughter Bldg.
 Smith Detective Agency & Nightwatch Service, 610 No. Akard St.

Dictating Machines

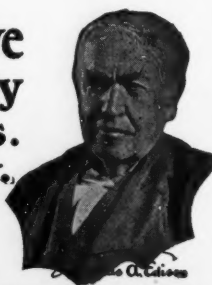
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Disinfectants

Dixie Disinfecting Company (W), 2000 Magnolia Street.
 Ideco Corporation, (FB), 7th Fl. Santa Fe Bldg., Unit No. 2.
 Meyer, H. B. (M), 525 N. Akard St.
 Southwest Chemical Corporation (M), 3408 Ross Ave.
 Superior Products Co. (M), 1015 Corinth St.
 West Disinfecting Co. (FB), 1213-15 Ross Ave.

Druggists—Retail

Davis Pharmacy, Inc., Houston, 4501 Swiss Ave.
 Florence & Nossek (Medical Arts Drug Store), Medical Arts Bldg.
 Gayle, D. R., Gen'l Mgr., Liggett's Drug Stores, 1500 Elm St.
 Goss, Walter K. (Goss Drug Store), 1000 Main St.
 Highland Park Pharmacy, 3229 Knox St.
 Marvin's Pharmacy, 1415 Main St.
 McDaniel Drug Co., 1324 W. Davis St.
 Oak Cliff Pharmacy, 101 N. Lancaster Ave.
 Oak Lawn Pharmacy, 3800 Cedar Springs Road.
 Skillern & Sons, Inc., 516 No. Pearl St.
 Urbish's Melrose Drug Store, Oak Lawn and Dickason Aves.

Drugs—Wholesale

Crowdus Drug Co., The J. W., 1516 Commerce St.
 Greiner-Kelly Drug Co., 1112-14-16 Jackson St.
 Texas Drug Co., 525 Browder St.

Druggists' Sundries—Wholesale

Butler Brothers, Ervay and Young Sts.
 Clancey Sales Organization, 419-21 South St. Paul St.
 Crowdus Drug Co., The J. W., 1516 Commerce St.
 Grace, Tom W., 500-02 N. Akard St.
 Johnson & Johnson, 5515 Hudson St.
 Stolte Company, The, 301-7 N. Market St., Rm. 202.
 Texas Drug Co., 525 Browder St.
 Ware Sundries Company, 2103 Ross Ave.

Dry Goods—Wholesale

Butler Brothers, Ervay and Young Sts.
 Brin Bros., 909 Commerce St.
 Clancey Sales Organization, 419-21 South St. Paul St.
 Garner, John H., 704 Wholesale Merchants Bldg.
 Higginbotham-Bailey-Logan Co., Jackson and Lamar Sts.
 Newsom Company, W. R., 810 Santa Fe Bldg.
 Perkins Dry Goods Co., 708 Jackson St.
 Stone & Company, C. E., 7th Fl. Unit No. 2, Santa Fe Bldg.

Duplicating Machines and Supplies

"Ditto, Inc.," 1915½ Main St.
 Texas Duplicating Supply Company, 317 Simpson Bldg.

Dust Cloth Manufacturers

Meyer, H. B. (M), 525 N. Akard St.

Educational Bureau

Chilean Nitrate of Soda Educational Bureau, 705 Citiz. Nat'l Bank Bldg., Tyler, Texas.

Electric Fans

Duff Electric Company (W) (Also Exhaust Fans), 726 Santa Fe Bldg.
 Southwest General Electric Supply Co., 1801 N. Lamar St.

Electric Light and Power

Dallas Power & Light Co., Interurban Bldg.
 Texas Power & Light Co., Interurban Bldg.

Electric Motor Repairs

Emerson-McClure Electric Company, 312-14 N. Harwood St.
 Superior Electric Company (WR), 409 S. Ervay St.
 Wetter Electric Company (WR), 1109 Jackson St.

Electric Signs

Borich Sign Co. (M), 1800 Wood St.
 Texas Opalume Sign Co., Inc., 203 Andrews Bldg.
 Textlite Electric Sign Company (M), 4112 Commerce St.

Electrical Appliances and Fixtures

Cockrell Electric Company (R), 302 S. Ervay St.
 Federal Electric Co. (W), 710 Allen Bldg.
 Grand Company Stores, Inc., F. & W., 1008 Elm St.
 Jalonic Appliance Company, The (W), Santa Fe Bldg., Unit No. 2.
 Law, Warren (R), 1203 Elm Street.

Smith Electric Company, W. M. (R), 1907 Bryan St.
 Wetter Electric Company (WR), 1109 Jackson St.

Electrical Contractors

Butcher Electrical Company, W. T., 4307 Oak Lawn Ave.
 Clower Electric Company, 507 S. Akard St.
 Cockrell Electric Company, 302 S. Ervay St.
 Emerson-McClure Electric Company, 312-14 N. Harwood St.
 Manett, Seastrunk & Buckner, 829 Exposition Ave.
 Ro-Nile Electric Co., 3224 Knox St.
 Smith Electric Company, W. M., 1907 Bryan St.
 Superior Electric Company (WR), 409 S. Ervay St.
 Wetter Electric Company (WR), 1109 Jackson St.

Electrical Fixtures

Butcher Electrical Company, W. T., 4307 Oak Lawn Ave.
 Smith Electric Co., W. M., 1907 Bryan St.

Electrical Machinery and Supplies

Allis-Chalmers Mfg. Co., (FB), 1515 Santa Fe Bldg.
 Bentley Company, Paul G. (MA), 804 Allen Bldg.
 Century Electric Company (FB) (Mfgs. Electric Motors & Fans), 622 Mercantile Bank Bldg.
 Clower Electric Co. (R), 507 S. Akard St.
 Duff Electric Company (Motors), 726 Santa Fe Bldg.
 Electric Appliance Co. (W), 409 Browder St.
 Fairbanks-Morse & Company (FB), 1713 Market St.
 Folsom Company, The, 212 N. Austin St.
 General Electric Co. (FB), 1801 N. Lamar St.
 Graybar Electric Co., Inc. (FB), Austin and Wood Sts.
 Jenkins & Gunther (MA), Santa Fe Bldg., Unit No. 2.
 Smith-Perry Electric Co. (W), 2008 Carter St.
 Southern Supply Co., The (W), 209 N. Jefferson Ave.
 Southwest General Electric Supply Co. (FB), 1801 N. Lamar St.
 Standard Mechanical Equipment Co. (M), 2020 Richardson Ave.
 Superior Electric Company (WR), 409 S. Ervay St.
 Syntex Texas Company (Tools), 2933 Main St.
 Wagner Electric Mfg. Co. (W) (FB), 2815-17 Commerce St.
 Westinghouse Electric & Mfg. Co. (FB), Magnolia Bldg.
 Wetter Electric Company (WR), 1109 Jackson St.
 Woodworking Machinery Sales & Supply Co. (Tools), 309 N. Harwood St.

Electrotypers

Dallas Electrotyping Company, 105 N. Market St.

Elevators

Heller Elevator Company, S. (Wetter Electric Company), 1109 Jackson St.
 Hunter-Hayes Company (Frt. & Pass.), Constr. Indust. Bldg.
 Otis Elevator Co. (FB), 1822 Young St.
 Wetter Electric Company (WR), 1109 Jackson St.

Elevator Equipment

Link-Belt Company (Elevating, Conveying & Power Transmission Machinery) (FB), 1221 Mercantile Bank Bldg.
 Quick Elevator Safety Co. (M), 229 E. Colorado St.

Embossing

American Beauty Cover Co., 1902-08 Orange St.
 Barnard Stationery Co., Geo. D. (FB), Commerce and Poydras Sts., 3d Fl.

Employment Agencies

Employers Service Bureau, 405 Santa Fe Bldg.
 International Accountants Society, 509 Republic Bank Bldg.
 Pace-Karr Employment Service (Office Positions), 1008 Republic Bank Bldg.

Engineers

American-LaFrance & Foamite Protection Fire Protection, 2710 Commerce St.
 Anderson, W. E. (Industrial), 431 Wilson Bldg.
 Anderson-Reagan Company (Consulting), Interurban Bldg.
 Central Contracting Co., 1242 Athletic Club Bldg.
 Chemical Engineering Corporation (Consulting Chemical), 2302 Hickory St.
 Churchill-Humphrey Co., 202 Burt Bldg.
 Coats & Burchard Company (Appraisal), 904 Southwestern Life Bldg.
 Cockrell Electric Co., 302 S. Ervay St.
 Concrete Engineering Co., 705 Const. Indust. Bldg.
 Cowles & Company, 721 Mercantile Bank Bldg.
 Dalton, E. L. (Consulting Civil), 319 Wilson Bldg.
 Dill, Dwight (Mill), 307 Santa Fe Bldg.
 (Water Supply—Irrigation—Flood Control), 525 Wilson Bldg.
 Foster Wheeler Corporation, 2001 Republic Bank Bldg.
 Greene, Herbert M., LaRoche & Dahl, 309 Constr. Indust. Bldg.
 Hess Company, Fred E. (Consulting), 718-22 Allen Bldg.
 Hickey & Harrington, 623 Const. Indust. Bldg.
 Hughes-O'Rourke Construction Co., 1713½ Live Oak St.
 Koch & Fowler (Consulting Civil), 801 Central Bank Bldg.
 Lacy Company, L. H., 202 Burt Bldg.
 Lockett & Co., Ltd., A. M. (Mechanical), 305 Magnolia Bldg.
 McCrory Company, The J. B., 518 Praetorian Bldg.
 Morey & Morey (Consulting) (Waterworks and Sanitation), 417 Praetorian Bldg.
 Municipal Engineering Company (Civil and Consulting), 1107 Athletic Club Bldg.
 Myers, Noyes & Forrest (Consulting Civil), 1107 Mercantile Bank Bldg.
 O'Hearn, J. L. (Structural), 1230 Athletic Club Bldg.
 Peterman, Fred F. & C. F. (Construction), 1222 Mercantile Bank Bldg.
 Pittsburg Testing Laboratory of Texas, 1025 Santa Fe Bldg.
 Powell, W. J. (Consulting), 515 Republic Bank Bldg.
 Southwestern Laboratories (Chemical), 1812½ Main St.
 Wetter Electric Company, 1109 Jackson St.
 Wood, E. A. (City Plan Engineer), 307 City Hall.
 York Ice Machinery Corp. (Refrigerating), 2225 S. Lamar St.

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Engines

Bartholow Co., J. W. (MA), 1221 S. Lamar St.
Briggs-Weaver Machinery Co. (W), 307 N. Market St.
Deere Plow Co., John (FB), 501 Elm St.
Fairbanks-Morse & Co. (FB) (Oil), 1713 N. Market St.
International Harvester Co., of America (FB), 211 N. Austin St.
Pierce, W. M. (R), 701 Elm St.
Southern Supply Company, The (W), 209 N. Jefferson St.

Engravers and Designers

Harper Standard Engraving Co. (Photo), 1611 Royal St.
Mason Engraving Co., 1105 1/2 Commerce St.
Morgan Engraving Co., 1315 Federal St.
Southwestern Engraving Co. of Dallas, 2102 1/2 Jackson St.
White Engraving Co., 1111 1/2 Camp St.
Zeese Engraving Co., A., 105 N. Market St.

Envelopes

Hesse Envelope Co. of Texas (M), Carter and Caruth Sts.

European Tours

Brown European Tours, Ona, 1208 Apple St.

Explosives

Crane Company, F. C. (MA), 1301 S. Lamar St.

Express Companies

American Railway Express Co., Union Terminal Bldg.
Interurban Express & Baggage Lines, 301-7 N. Market St.
Morris, A. E., Mgr., Electric Express & Baggage Company, 601 Young St.

Extracts

B & C Coffee Co. (W), 4420 Elm St.
Liquid Carbonic Company of Texas, The, 2nd Fl. Unit 2, Santa Fe Bldg.
Maury-Cole Company (M), 2112 N. Lamar St.

Farm Implements

Case Threshing Machine Co., J. I. (FB), 300 N. Austin St.

Farm Loans

Commerce Farm Credit Co., 1107 Main St.
Crum Company, M. F., 1101 Kirby Bldg.
Dallas Joint Stock Land Bank, 810 Mercantile Bank Bldg.
Deming Investment Co., 707 Kirby Bldg.
Federal Mortgage Co., 2nd Fl. Praetorian Bldg.
Gibbard Investment Co., 1604 Kirby Bldg.
Ketcham Mortgage Company, F. O., 710 Kirby Bldg.
Murray Investment Co., 501 Mercantile Bank Bldg.
Texas Land & Mortgage Co., Ltd., The, 1406-9 Magnolia Bldg.
United States Bond & Mortgage Co., 1301 Main St.

Feed, Hay and Grain

Dal-Tex Grain Company (M-WR), 2300 Latimer St.
Lawther Mills, W. J. (M), Maple Avenue Road.
Pearlstone Mill & Elevator Co. (M), Hickory, Mays & Dawson Sts.
Sherman-Magnolia Seed Company (WR), 945 S. Lamar St.
Steger Grain Co. (W), Henry & Taylor Sts.

Felt Footwear

United States Rubber Co. (FB), Santa Fe Bldg., Unit 4.

Fences—Wire and Steel

Cyclone Fence Company (FB), 400 S. Fitzhugh Ave.

Fertilizer

Chilean Nitrate of Soda Educational Bureau, 705 Citizens Nat'l Bank Bldg., Tyler, Texas.

Filling Stations

Hawkins Tire & Battery Company, 610 Jackson St.

Film Exchanges

Dallas Film Board of Trade, 2009 1/2 Jackson St.
Dent Theaters, Inc., of Texas, Jackson and Harwood Sts.
Educational Equipment Co., 1913 Commerce St.
Universal Film Exchange, 308 S. Harwood St.

Films and Slides

Jamieson Film Laboratories, 2212 Live Oak St.
Simpson Company, Inc., Jas. P., Marvin Bldg.

Finance Companies

Arthur Co., James S.
Associated Factories Corporation (Inventions Financed), 810 Marvin Bldg.
Commerce Securities Corporation, 1405 Amer. Exch. Bank Bldg.

Financial Reports

Dodge Corporation, F. W., 811 Thomas Bldg.

Fire and Burglary Protection

American District Telegraph Alarm Co., First Fl. Interurban Bldg.
Smith Detective Agency & Nightwatch Service, 610 N. Akard St.

Fire Doors and Windows

DeWees Co., R. J. (MA), 616 Slaughter Bldg.

Fire Equipment

American-LaFrance & Foamite Protection, Inc., 2710 Commerce St.
Southern Fire Apparatus Company, Love Field.

Fire Extinguishers and Fire Hose

American-LaFrance & Foamite Protection, Inc. (FB), 2710 Commerce St.
Eureka Fire Hose Mfg. Co. (FB), 913 Praetorian Bldg.
Grinnell Company, Inc., The (FB), 1801 Santa Fe Bldg.
Southern Fire Apparatus Company (M), Love Field.
Superior Products Co. (M), 1015 Corinth St.
Texas Automatic Sprinkler Company, 812 Santa Fe Bldg.

Fire and Police Telegraph Systems

Gamewell Fire Alarm Co., 518 Praetorian Bldg.

Fish and Oysters

Adams Fish Market, Inc., C. P. (R), 802 Main St.
Dallas Fish & Oyster Company (WR), 300 S. Ervay St.
Tobolsky Produce Co. (W) (Sea Foods), 2504 Bryan St.
Wicker Fish Co. (W), 1301 Broom St.

Five and Ten Cent Stores

Duke & Ayres, 1314 Young St.
Kress & Co., S. H., 1404 Elm St.
Woolworth Co., F. W., 13th Fl. Allen Bldg.

Flooring

Burnett Roofing Company (Fancy Tile), 3202 McKinney Ave.
Nichols Co., S. W. (W) (Specialists), 209 Exposition Ave.
Texas Oak Flooring Company (Oak) (W), Maple Ave. & Maple Lawn Road.

Florists

Burton The Florist, Inc., 3305 Oak Lawn Ave.
Delling Floral Company, Otto, 2429 Hall St.
Highland Park Greenhouse, 4444 Travis St.
Lang Floral & Nursery Co., 1214 Main St.
Texas Seed & Plant Company, First and Jefferson Aves.

Flour Mills

Morten Milling Co., Cadiz St. and Santa Fe Ry.
Stanard-Tilton Milling Co., Ervay St. and Santa Fe Ry.

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Penny Savers

Postage Savers
Policy
Time Savers
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Flour—Wholesale

Johnson Company, E. A., 901 S. Preston St.
Pillsbury Flour Mills Co. (Mfgs. Cereals & Feed), 214-16 Mercantile Bank Bldg.
Red Star Milling Company, 310 Burt Bldg.

Food Products

Capital Food Products Co. (MA), 2208 Summer St.
Drakes Sandwiches, Mrs., 4404 Junius St.
Ebeling Co., Mart (MA), 1321 Athletic Club Bldg.
Heinz & Co., H. J. (FB), 2219 Griffin St.
Hellman, Inc., of Texas, Richard (M) (Mayonnaise—Thousand Island Dressing—Southern Relish), 1609 Corsicana St.
Jewel Tea Co., Inc. (FB), 3136 San Jacinto St.
Kingsbury Brokerage Co. (MA), 309 N. Preston St.
Lafayette Packing Corp. (Canners) (FB), 3201 Worth St.
Levey, William (MW) (French Dressing), 815 S. Ervay St.
Maury-Cole Co. (M), 2112 N. Lamar St.
Moran, Frank E., Branch Manager, Quaker Oats Company (Oats) (FB), 711-12 Slaughter Bldg.
National Macaroni Co., Inc. (M), 2616-18 Main St.
Oliver-Taylor Company (MA), 1240 Athletic Club Bldg.
Palmer Bros., Inc. (MA), 1104 Santa Fe Bldg.
Premier Distributing Company (MA), 1301 Broom St.
Pure Food Products, Inc. (M), 1008 Camp St.
Southern Specialty Co. (W), 2025 Cedar Springs Road.
Supperstein, D. M. Distributor (JW) (Kraft-Phenix Cheese), 1917 N. Houston St.
Thiemes Chili Company (M), 1515 S. Henderson St.
Titman Egg Corporation, 1301 Broom St.
Universal Doh Company (M) (Ready Maid Doh), 2012 Cadiz St.
W. S. Company, The (W), 1000-06 S. Preston St.

Foreign Exchange

American Express Co. (Mail and Cable Transfers, Money Orders, Letters of Credit), 1306 Commerce St.
Jones, Earle, 221 Cotton Exchange Bldg.

Foundries

Dallas Foundry, College and Pacific Aves.
Mosher Steel & Machinery Co., Maple Ave. Road.
Trinity Brass & Copper Company, 2913 Elm St.

Freezer Counters

Friedrich, Ed (Refrigerators), 2012 Commerce St.

Freight Claims

Darwin & Matthews, 1906 Santa Fe Bldg.
Texas Freight Audit Bureau, 514 Slaughter Bldg.

Freight Forwarders and Receivers

American Transfer & Storage Co., 2615 Elm St.
Big "4" Transfer Company, 2918 San Jacinto St.
Dallas Storage & Warehouse Co., 1026 Young St.
Dallas Transfer & Terminal Warehouse, Santa Fe Bldg., Unit No. 2.
Electric Freight Agency of Texas, Inc., Young and Market Sts.
Interstate Fireproof Storage & Transfer Co., Interstate Forwarding Bldg., Pacific and Market Sts.
Merchants' Fireproof Storage Co., 1301 Broom St.
Nichols-Gillette Co., 1712 Carter St.
Packer Storage Company, 408-10 N. Lamar St.
Pulliam Transfer & Storage Co., 2501 Floyd St.
Texas Warehouse & Forwarding Co., Inc., 2320 Griffin St.
Universal Carloading & Distributing Co., 1001-2 Mercantile Bank Bldg.

Fuel Oil

Oriental Oil Co. (M), 1911½ Pacific Ave.
Shannon Fuel Service, M. B. (W), Shannon Bldg., 2405 S. Harwood St.

Furnaces

Moncrief Furnace & Mfg. Co., 3903 Main St.
Ward Heater Company (Gas), 317 N. Harwood St.

Furniture Manufacturers

Bohne Furniture & Mfg. Co., 3121 Ross Ave.
Marshall Company, Inc., The Love Field.
Novelty Art Company, 2701 Cedar Springs Road.
Olive & Myers Mfg. Co., 2220 Young St.

Furniture—Retail

Anderson Furniture Co., 2101 Elm St.
Anderson & Co., Inc., C. B., 2215-17 Elm St.
Cathey Bros-Alexander Furn. Co., Inc., 1001 Elm St.
Duff Furniture Co., Frank, 1804 Greenville Ave.
Fakes Furniture & Carpet Co., 1217 Elm St.
Goodman-Kantz Furniture Co., 2010 Greenville Ave.
Hart Furniture Co., 1931 Elm St.
Haverty Furniture Co., The, 1305 Elm St.
Home Furniture Co., 2301 Elm St.
Household Furniture Company, 1011 Elm St.
Howell Furniture, J. M., 2702-6 Live Oak St.
Hughes Furniture & Auction House, 2535 Elm St.
Jones Furniture Co., John L. (Stores Everywhere), 2005 Elm St.
Peerless Furniture Company, The, 1201 Elm St.
Rodgers-Meyers Furniture Co., 1917 Elm St.
Smith Furniture Co., J. D., 2546 Elm St.
Texas Furniture & Storage Co., 2111 Elm St.
Winn Furniture Co., 2013 Elm St.

Furniture—Wholesale

Bryant & Co., C. A., 807-9 Elm St.
Eight Great Factories, 2501 S. Ervay St.
Hall & Purse, Inc., 601 Elm St.
Howell Co., The, 1709 N. Market St.
Nu Delman Co., J. S. (MA), 1142 Athletic Bldg.
Olive & Myers Mfg. Co. (M), 2220 Young St.
Peck & Hills Furniture Company, 2300 S. Harwood St.
Poult, C. P. (Broker), Unit No. 2 Santa Fe Bldg.
Russell, Pierre L. (MA), 408 S. Lamar St.

Furs

Buckspan's (R), 1314 Elm St.

Garment Hangers

Extension Garment Hanger Co., 504 Scott Hotel.
Grand Company Stores, Inc., F. & W. (R), 1008 Elm St.
Star Service Hanger Company, 2404 Summers St.

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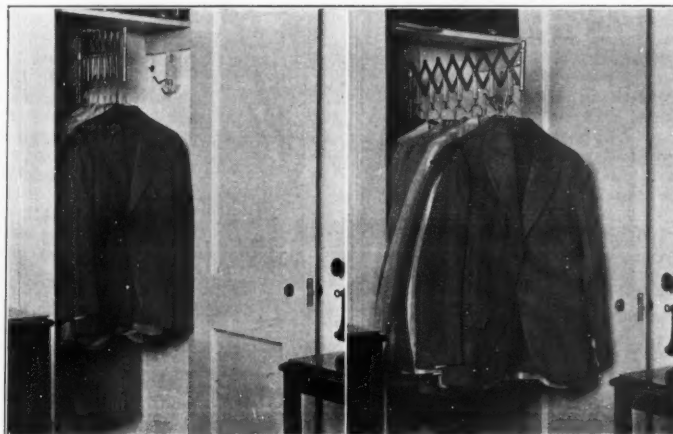
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try inevitably follows fuel resources. Industry is already being attracted to Dallas and the Southwest because of the great natural gas resources available to industry here. Lone Star Gas Company is doing everything within its power to make natural gas a real community asset from an industrial standpoint.

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Garage & Filling Station Equipment

Ferris Company, The, 2033 Commerce St.
Gibson Company, The J. J. (MA), 2016 Canton St.
Guarantee Liquid Measure Co., Unit No. 2, Santa Fe Bldg.
Smith Company, Harrison (W), 2123 Commerce St.
Tridex Corporation (FB), 221 N. St. Paul St.

Garages

Cotton Exchange Garage, 1914 San Jacinto St.
Miller & McGraw, (Gen'l Repr.), 623 College Ave.
Nichols Bros. Garage, 1320 Commerce St.

Gas Companies

Dallas Gas Company, The, 2016 Jackson St.
Lone Star Gas Co., Harwood and Wood Sts.

Gasoline Lighting Devices— Wholesale

Texas Quick-Lite Co. (W), 409 N. Akard St.

Gasoline Pumps and Tanks

Guarantee Liquid Measure Company, 4th Fl. Santa Fe Bldg., Unit No. 2.

Gates—Automatic and Drainage

Western Metal & Mfg. Co. (M), 831 Fourth St.

Geologists

Wrather, W. E. (Oil), 4300 Overhill Drive.

Gift Goods—Wholesale

Gift Company of America, The, 715 Santa Fe Bldg.

Gin Machinery

Continental Gin Co. (M), 3310 Elm St.
Gullett Gin Co. (FB), 3034 Elm St.
Lummus Cotton Gin Sales Co. (FB), 604 First Ave.
Mitchell Company, John E. (M), 3800 Commerce St.
Murray Co., The (M), Williams St. and Trunk Railway.
Stacy Company, The (M), 2704 Taylor St.

Glass

Federal Glass & Paint Co. (FB), 2001 N. Lamar St.
Ford Johnston Wall Paper & Paint Company (R), 1401-03 Pacific Ave.
Peaslee-Gaulbert Corp. (FB), 2404 Logan St.
Pittsburgh Plate Glass Co. (FB), Santa Fe Terminal Bldg., Unit No. 2, Jackson and Kendall Sts.
Sewall Paint & Glass Co. (M), 1300 River St.
United Mirror and Glass Co. (R), 2614 Swiss Ave.

Glassware and China

Butler Brothers (W), Ervay and Young Sts.
Everts Company, Arthur A. (R), Main and Murphy Sts.
Law, Warren (R), 1203 Elm St.
Linz Bros. (R), Main and Martin Sts.
Ctattot, Inc., D. D. (W-MA), 720 Santa Fe Bldg.

Goggles and Sun Glasses

American Optical Co., 211 Santa Fe Bldg.

Grain Elevators

Burrus Elevators, Perry, 908 Amer. Exchg. Bank Bldg.
Burrus, J. Perry, 908 Amer. Exchg. Bank Bldg.
Lawther Mills, W. J., Maple Ave. Road.
Morten Milling Co., Cadiz & Santa Fe Ry.
Pearlstone Mill & Elevator Co., Hickory, Mays and Dawson Sts.
Starard-Tilton Milling Co., Ervay & Santa Fe Ave.

Grain—Wholesale

Crouch Grain Co., J. C., 907 Amer. Exchg. Bldg.
Del-Tex Grain Company, 2300 Latimer St.
Dowgett Grain Co., 922 Mercantile Bank Bldg.
Lawther, Joe E., Liberty State Bank Bldg.
Pearlstone Mill & Elevator Co., Hickory, Mays and Dawson Sts.
Steger Grain Co., Henry & Taylor Sts.

Graphic Statistician

Brown, E. H., 1434-35 Allen Bldg.

Graphite

Arnol Graphite Company, 1217 Camp St.

Groceries—Retail

Acme Grocery, 1407 Greenville Road.
Brinker Grocery, 2906 Greenville Ave.
Christensen, A., 2701 McKinney Ave.
Clark & Johnson Grocery Co., 4537 Bryan St.
Craddock, Joe E., 2219 S. Ervay St.
Cullum Co., Earl W., 2924 Oak Lawn Ave.
David, Simon, 4311 Oak Lawn Ave.
Great Atlantic & Pacific Tea Co., The, Houston St. and McKinney Ave.
Helfy-Selfy Stores Co., of Dallas, 4507 Swiss Avenue.
Hokus-Pokus Stores (Chain), 1801 Young St.
Hunt Grocery Co., N. Ervay & Pacific Ave.
Moore Grocery Company, 4302 Lemmon Ave.
Robertson, L. T., 1802 Greenville Ave.
Rudolph Grocery, Inc., The, 2922 Elm St.
Safeway Stores, Inc. of Texas, 2208-10 Griffin St.
Saunders Stores, Inc., Clarence, 209 N. Lamar St.
Troth Bros. Company, 3102-4 Knox St.

Groceries—Wholesale

Cullum & Company, A. W., 312 N. Preston St.
Fink Co., The, 3201 Worth St.
Johnson Company, E. A., 901 S. Preston St.
Mayfield Company, M. G., 1917 N. Houston St.
W. S. Company, The, 1000-06 S. Preston St.
Waples-Platter Grocer Co., Lamar & Broom Sts.
Webster Grocer Co., Inc., Laws, Broom and Carter Sts.
Western States Grocery Co., N. Hawkins, Cor. Pacific Ave.

Gum Manufacturers

Easterwood, Jr., Wm. E. (MA) (Mdse. Broker—Listerated Gum), 519 S. Akard St.

Gymnasium and Playground Apparatus

Cullum & Boren Co., 1509 Elm St.

Hardware—Retail

Grand Company Stores, Inc., F. & W., 1008 Elm St.
Huey & Philp Hardware Co., 1029 Elm St.
Knox Street Hardware Co., 3205 Knox St.
Lyne & Glass, 2414 Elm St.
Weston Hardware Co., 815 Elm St.

Hardware—Wholesale

Butler Brothers, Ervay and Young Sts.
Higginbotham-Pearlstone Hardware Co., 1701 N. Market St.
Huey & Philp Hardware Co., N. Lamar St. and Pacific Ave.
Peden Iron & Steel Co., 718 Praetorian Bldg.
Southern Supply Co., The, 209 N. Jefferson St.

Harness and Saddlery

Padgett Bros. Co. (M), 1020 Commerce St.
Schoellkopf Co., The (M), Jackson and Lamar Sts.
Southern Supply Company, The (W), 209 N. Jefferson Ave.

Hats and Caps—Wholesale

Butler Brothers, Ervay and Young Sts.
Davis Hat Company, The, 800 Jackson St.
Headeraft Cap Manufacturing Co., 907 Commerce St.
Sweet Cap Co., 1110 Commerce St.
Willard Hat Co., 804 Commerce St.

Hat Manufacturers

Dallas Harvest Hat Company, 1203 Patterson Ave.
Davis Hat Company, The, 800 Jackson St.
Evans Hat Company (Straw Hats), 2114 Griffin St.

Hatters

Wood & Edwards, 1505 Pacific Ave.

Heating Engineers

Dallas Plumbing Co., Inc., 2425 McKinney Ave.

Heating and Ventilating

Dallas Heating & Ventilating Co., 2422 Alamo St.
Gastean Heating Company, The, 2009 Main St.
Gillispie & Schwan, Inc., 1207 S. Lamar St.
Hamilton Company, The, 2301 Griffin St.
Kinnison Brothers, 1201 S. Lamar St.
Martyn Bros., 911 Camp St.
Monerief Furnace & Mfg. Co., 3903 Main St.
Southwest Heating Co., 1026 Young St.
Van Zandt Co., John H., 408 Dallas Nat'l Bank Bldg.

Hemstitching and Picoting

Benno Manufacturing Company, 1617 Main St.

Hides, Raw Furs, Wool and Tallow

Standard Hide & Fur Company, 1415 Camp St.

Holiday Goods

Butler Brothers (W), Young and Ervay Sts.
Gift Co. of America (FB), 716 Santa Fe Bldg.

Hosiery Mills

Texas Hosiery Mills, 1201-3 Patterson Ave.

Hosiery—Mills To Consumer

Moise & Millis, Inc, 916 Commerce St.

Hosiery and Underwear—Wholesale

Baker-Moise Company, Main Fl. Santa Fe Bldg.
Blue Bonnet Company, Santa Fe Bldg.
Butler Brothers, Ervay and Young Sts.
Higginbotham-Bailey-Logan Co., Jackson and Lamar Sts.
Newsom Company, W. R., 810 Santa Fe Bldg.
Perkins Dry Goods Co., 708 Jackson St.

Hotels

Adolphus Hotel, Commerce and S. Akard Sts.
Baker Hotel, Commerce and Akard Sts.
Campbell Hotel, Elm and Harwood Sts.
Hilton Hotel, Main & Harwood Sts.
Jefferson Hotel, 312 So. Houston St.
St. George Hotel, 1012 Main St.
Scott Hotel, At Union Station.
Southland Hotel, Main, Murphy and Commerce Sts.
Texan Hotel, 212 S. Houston St.
Waldorf Hotel, 1302 Commerce St.

House Moving and Shoring

Hansen & Son, C., 4724 East Side Ave.

Ice Cream Cones

Consolidated Wafer Co., of Texas, The (M), 2220 S. Harwood St.

Ice Cream Manufacturers

Boedeker Manufacturing Co., 1201 S. Ervay St.
M-B Ice Cream Co., 1100 Canton St.
Purity Ice Cream Co., 504-6 S. Harwood St.
Smith Ice Cream Co., 912 S. Harwood St.

Ice Cream Mfg. Supplies

Meyer-Blanke Co. (FB), 316 No. Preston St.

Ice Machinery

York Ice Machinery Corp. (FB), 2225 S. Lamar St.

Ice Manufacturers

Dallas Ice Factory, 1110 Hall St.
Oak Cliff Ice Delivery Co., 1100 So. Beckley.
Pure Ice & Cold Storage Co., 906 S. Harwood St.
Southern Ice & Utilities Co., 1114 Santa Fe Bldg.
Southern Properties, Inc., 6360 Richmond Ave.

Incinerators

Murphy Door Bed Co. (FB), (Kernerators), 1919 Pacific Ave.
Superior Incinerator Co., of Texas (M), 527 Wilson Bldg.

Income Tax Consultants

Atkinson & Garvin, 1226-30 Allen Bldg.
Bowden Co., A. F., 301 Amer. Exchg. Bank Bldg.
Jaynes & Campbell, 310 Thomas Bldg.
Lynch & Reid, 1204 Kirby Bldg.
Peat, Marwick, Mitchell & Co., 605 Santa Fe Bldg.
Rankin & McAlpine, 701 Mercantile Bank Bldg.

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Harbin, T. H., 2519 Oak Lawn Ave.
Hughes, J. Taylor, 1104 Republic Bank Bldg.
Kelley, J. W., 13th Fl. Allen Bldg.
Kinsloe, Ralph H., c-o Magnolia Petroleum Co.
Knight, Epps G. (Capitalist), 3617 Cedar Springs.
Leopold, Joseph F. (Mgr. Southern Central Division, Chamber of Commerce of the United States), 3rd Fl. Dallas Chamber of Commerce.
Loggins, Hilbert H., 644 Third Ave.
Padgett, Chas. W., 1405 American Exchg. Bank Bldg.
Sumners, Hatton W. (Member Congress, House Office Building, Washington, D. C.), 710 Fidelity Union Bldg.
Wilkins, A. H., 230 No. Rosemont Ave.
Zeigler, F. C., Chamber of Commerce Bldg.

Industrial Goggles

American Optical Co., 211 Santa Fe Bldg.

Insecticides

Idico Corporation, 7th Flr. Santa Fe Bldg., Unit No. 2.
International Exterminator Co., 111 N. Carroll Ave.

Institutional Finance

Ketchum, Inc., 1104 Republic Bank Bldg.

Insulating Materials

Armstrong Cork & Insulating Co. (FB), 706 Santa Fe Bldg.
Philip Carey Co., The (FB), 947-51 S. Lamar St.
Celotex Company, The (FB), 209 Exposition Ave.
Rogers Asbestos Co. (MA), 947-51 S. Lamar St.

Installment Goods

Price Mercantile Co., L. B. (W), 2610 Swiss Ave.

Insurance Adjusters

Slaton Company, W. D., 613 Amer. Exchange Bk. Bldg.
Southwestern Adjustment Co., 1211 Santa Fe Bldg.

Insurance Agencies

Andrews-McDowell Co., 4th Fl. Republic Bank Bldg.
Bailey, C. S., Mgr. Ordinary Dept, American National Life Insurance Co., 333 Wilson Bldg.
Bailey & Collins, 1st Fl. Fidelity Union Bldg.
Belcher-Wyatt Company, 208-9 Burt Bldg.
Blanton, Thomas & Co., 901 Kirby Bldg.
Bolanz & Bolanz, 111 Field Street
Bomar Bros., 303 Burt Bldg.
Bralley, E. M., 15th Fl. Republic Bank Bldg.
Burton & Co., C. R., 506 Central Bank Bldg.
Butt & Co., F. M. (Marine Insurance), 201 Cotton Exchange Bldg.
Bynum, E. B. (Loans), 804 Amer. Exchg. Bank Bldg.
Casualty Association of America (Automobile), 506 Linz Bldg.
Chapman and Rinker, 601 Amer. Exchg. Bank Bldg.
Chiles & Son, S. H., 1313 Praetorian Bldg.

Cochran & Houseman, Inc., 909 Santa Fe Bldg.
Craddock & Company, W. A., 508 Marvin Bldg.
Craddock & Smith, 312 Magnolia Bldg.
Cranfill, Dr. J. B., 630 Wilson Bldg.
Crowe, Kay & Company, 903-4 Republic Bank Bldg.
Cummings Agency, The O. Sam (Kansas City Life Ins. Co.), Magnolia Bldg.
Dexter & Co., Charles L., Amer. Exchg. Bank Bldg.
Durham & Company, J. S., 1007 Main St.
Earnest & Co., J. E. (Commercial Standard Ins. Co.), Southland Life Bldg.
Easley & Co., George M., 407 Bullington St.
Ellis, Smith & Co., 407 Magnolia Bldg.
Exall-Roberts & Co., 1804 Allen Bldg.
Farry & Company, Nelson A., 1720 Commerce St.
Federal Insurance Agency, 1005 Kirby Bldg.
Fidelity & Deposit Company of Maryland, 1501 Santa Fe Bldg.
Fox, D. D., 1411 Kirby Bldg.
Gengnagel, H. B., 15th Fl. Republic Bank Bldg.
Grover, O. F. (Fire), 904 Santa Fe Bldg.
Hancock & Co., John R., 909-10 Southwestern Life Bldg.
Hanway & Co., George W., 1331 Athletic Bldg.
Hanway & Williams, 203 Central Bank Bldg.
Harris, W. G. (Aetna Life Ins. Co. of Hartford, Conn.), 10th Fl. Amer. Exchg. Bank Bldg.
Hill & Green (Fire), 1st Fl. Fidelity Union Bldg.
Homestead Development Company, 4232 Cedar Creek Drive.
Irwin Company, D. L., 502 Simpson Bldg.
Jarreau, M. G. (Special Agent, Great American Insurance Co. of New York), 1305 Amer. Exchg. Bank Bldg.
Jefferson Standard Life Insurance Co., 610 Santa Fe Bldg.
Julian, Cochran & Carter, 407 Praetorian Bldg.
Keeling Co., Evans B., 909 Santa Fe Bldg.
Kirkpatrick-Thompson Co., 1001-8 Praetorian Bldg.
Lee & Lee, 1127 Athletic Club Bldg.
Lindsley & Co., J. W., 1209 Main St.
Matthews & Son, S. Y., 1325-26 Kirby Bldg.
Maxson, Harry I., 921 Santa Fe Bldg.
McConnell, R. C., 1011 Amer. Exchg. Bank Bldg.
McCormick & Turner (General), 201-2 Central Bank Bldg.
McLary, D. D., 911 Magnolia Bldg.
Moser & Loughborough, 111 Martin St.
Murphy-Bolanz Co., Commerce & Field Sts.
Penner, A. L. (Aetna Life Insurance Co.), 1022 Kirby Bldg.
Prendergast & Company, A. C., 15th Fl. Republic Bank Bldg.
Ralston & Co., Robert, 710 Mercantile Bank Bldg.
Reilly Real Estate & Ins. Co., William Reilly Bldg.
Reinhardt & Son, I., Amer. Exchg. Bank Bldg.
Reinhardt, West & Company, 925 Santa Fe Bldg.
Riley, John W., 503 Wilson Bldg.
Rimmer, Frank (Cotton & Marine Insurance), Kirby Bldg.
Rosenbaum Bros., 520 Linz Bldg.
Saville, Charles (Union Central Life Ins. Co.), 1126 Athletic Club Bldg.
Seales Brothers, 609 Southwestern Life Bldg.
Scruggs & Co., Gross R., Insurance Bldg.
Seay & Hall, 817 Amer. Exchg. Bank Bldg.
Sheerin, Steele Co., 416 Marvin Bldg.

Al Prendergast Co
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Simpson & Cathey, 208 Southwestern Life Bldg.
 Straus-Richardson Co., 815 Marvin Bldg.
 Stroter-Peterson Company, 1613 Republic Bank Bldg.
 Tardy Company, James N., 1605 Magnolia Bldg.
 Teagarden, J. W. (Mgr. United States Fidelity Guaranty Co.), 17th Fl. Allen Bldg.
 Temple, Walter C., 309 Medical Arts Bldg.
 Texas Inspection Bureau, 704 Amer. Exchg. Bank Bldg.
 Trezevant & Cochran, 1821 Young St.
 Tulloss, N. C. (Bankers Life Co.), 901 Amer. Exchg. Bank Bldg.
 Waldrop Mortgage Co., 1404 Amer. Exchg. Bank Bldg.
 Weems Insurance Agency, Sam R. (Minnesota Mutual Life Ins. Co.), 1120 Athletic Club Bldg.
 Works, G. W., 1205-6 Dallas Nat'l Bank Bldg.
 Wright, George R., 910 W. Jefferson Ave.

Insurance Companies

Aetna Life Insurance Co., 1022 Kirby Bldg.
 Aetna Life Insurance Co. of Hartford Conn. (W. G. Harris, Mgr.), 10th Fl. Amer. Exchg. Bank Bldg.
 American Central Life Insurance Co., 502-4 Praetorian Bldg.
 American Eagle Fire Insurance Co., 904 Santa Fe Bldg.
 American Life Insurance Co., 3015 Cedar Springs.
 American Surety Co. of New York (Burglary & Forgery), 1713-15 Santa Fe Bldg.
 Atlantic Life Insurance Company, 1208 Santa Fe Bldg.
 Automobile Underwriters Insurance Company, 305 Mercantile Bank Bldg.
 Bankers' Life Co., 901 Amer. Exchg. Bank Bldg.
 Bankers Life Insurance Company, 205 Thomas Bldg.
 Commercial Standard Insurance Co. (J. E. Earnest & Co.), Southland Life Bldg.
 Commercial Union Assurance Company, Ltd., 1609 Santa Fe Bldg.
 Continental Insurance Co., The, 904 Santa Fe Bldg.
 Federal Life Insurance Co., 1511 Praetorian Bldg.
 Fidelity-Phoenix Fire Insurance Company, 904 Santa Fe Bldg.
 Fidelity Union Life Insurance Co., Fidelity Union Bldg.
 Fidelity Union Casualty Co., Fidelity Union Bldg.
 Fidelity Union Fire Insurance Co., Fidelity Union Bldg.
 Fidelity & Deposit Co. of Maryland, 1501 Santa Fe Bldg.
 First American Fire Insurance Company, 904 Santa Fe Bldg.
 Friend In Need Benefit Assn., 928 Kirby Bldg.
 Great American Insurance Co. of New York, 1305 Amer. Exchg. Bank Bldg.
 Great National Life Insurance Company, 304 Dallas Nat'l Bank Bldg.
 Great Southern Life Insurance Co., Kirby Bldg.
 Gulf Insurance Company (Fire), Insurance Bldg.
 Hancock Mutual Life Insurance Co., John, 802 Southwestern Life Bldg.
 Harvester Life Insurance Company, Insurance Bldg.
 Homestead Life Ass'n, 1828 Allen Bldg.
 Industrial Insurance Co., 2211 Commerce St.
 International Travelers' Assurance Co., Medical Arts Bldg.
 Inter-Ocean Casualty Co., 916 Marvin Bldg.
 Kansas City Life Insurance Co. (Cummings Agency, The O. Sam) Magnolia Bldg.
 Manhattan Life Insurance Co., 1517 Amer. Exchg. Bank Bldg.
 Massachusetts Bonding & Insurance Co., 509 Southwestern Life Bldg.
 Minnesota Mutual Life Insurance Co., 1120 Athletic Club Bldg.
 Mutual Benefit Health & Accident Ass'n, 10th Fl. Dallas Nat'l Bank Bldg.
 National Fire Insurance Company, Kirby Bldg.
 National Life & Accident Insurance Co., 1336 Athletic Club Bldg.
 Ohio National Life Insurance Co., 309 Medical Arts Bldg.
 Pacific Mutual Life Insurance Co. of Calif., 520 Linx Bldg.
 Reliance Life Insurance Co., 310 Southwestern Life Bldg.
 Republic Insurance Co., 3504 Gillon Ave.
 Royal Insurance Co., Ltd. of Liverpool (R. C. McConnell), 1011 Amer. Exchg. Bank Bldg.
 Southern Surety Co., 511 Magnolia Bldg.

Southland Life Insurance Co., Southland Life Bldg.
 Southwestern Life Insurance Co., Southwestern Life Bldg.
 Standard Accident Insurance Co. (Casualty), 1507 Dallas Nat'l Bank Bldg.
 Texas Employers' Insurance Association, 402 Interurban Bldg.
 Texas Life Insurance Company (Life & Fire), 701-3 Praetorian Bldg.
 Underwriters' Salvage Co. of New York, 913 Amer. Exchg. Bank Bldg.
 Union Central Life Insurance Co., 1127 Athletic Club Bldg.
 Union Standard Life Insurance Co., 1211 Republic Bank Bldg.
 United Fidelity Life Insurance Co., T. & P. Building.
 United States Fidelity Guaranty Co., 17th Fl. Allen Bldg.
 Universal Automobile Ins. Co., 620 Santa Fe Bldg.

Insurance—Fraternal

Modern Order of Praetorians, 1401 Praetorian Bldg.
 Post E. Travelers' Protective Association, 1105 Santa Fe Bldg.

Interior Decorating

Bounds Sign Company, 2025 Jackson St.
 Rodgers-Meyers Furniture Company, 1917 Elm Street.

Investments

Abrams, Harold J., 502 Republic Bank Bldg.
 Arthur Co., James S.
 Baker, M. N., 1211 Elm Street
 Bartholow, Yancey, 115 Field Street.
 Cary-Schneider Inv. Co., 312 Medical Arts Bldg.
 DeLoache, Ira P., 1017-18 Fidelity Union Bldg.
 Gibbard, W. W. (Gibbard Investment Co.), 1604 Kirby Bldg.
 Irwin Company, D. L., 502 Simpson Bldg.
 Jackson, A. A., 811 Amer. Exchg. Bank Bldg.
 Joyce, A. G., 2439 Swiss Ave.
 Lammers, E. S., 811 Amer. Exchg. Bank Bldg.
 Lloyd, A. T., 1302 Kirby Bldg.
 Loudermilk, G. W., c-o Hilton Hotel.
 Malone, A. M., 406 Central Bank Bldg.
 Moore, W. McCarty, 707 Dallas Nat'l Bank Bldg.
 Newman, G. O., 1114 Athletic Club Bldg.
 Odom Sales & Loan Co., 711 Main St.
 Sanger, Charles L., 1201 Mercantile Bank Bldg.
 Schneider, Ben F., Stoneleigh Court.
 Southwestern Land & Loan Co., 401 Republic Bank Bldg.
 Taylor, G. M., 805 Kirby Bldg.
 Tipps, Jake, 1004 Mercantile Bank Bldg.

Investment Bankers

Davidson & Co., Adam H., 801-5 Republic Bank Bldg.

Investment Counselors

Standard Investment Service, 403-4 Dallas Nat'l Bank Bldg.

Investment Securities

Barnard, J. L. (National City Co.), 905 Amer. Exchg. Bank Bldg.
 Brown-Crummer Investment Co., The, 1407-8 Kirby Bldg.
 Dallas Union Trust Co., 502 Dallas Nat'l Bank Bldg.
 Exall-Roberts & Co., 1804 Allen Bldg.
 Fain-Townsend Company, 706 Dallas Nat'l Bank Bldg.
 Federal Mortgage Co., 2nd Fl. Praetorian Bldg.
 Garrett & Company, 707 Amer. Exchg. Bank Bldg.
 Hibernia Securities Co., Inc., 806 American Exchg. Bank Bldg.
 Investment Securities Co. of Texas, 1602 Amer. Exchg. Bank Bldg.
 Jarratt Co., J. E., 1602 Republic Bank Bldg.
 Meriwether, Geo. K. (Repr. A. B. Leach & Co., Inc.), 1117 Kirby Bldg.
 Realty Trust Co., 1203 Praetorian Bldg.
 Silvers, E. J., 1203 Dallas Nat'l Bank Bldg.
 Southern Trust & Mortgage Co., 314 Linx Bldg.
 State Brokerage Corporation, 317 Fidelity Union Bldg.
 Texas Investment Co. (M. R. Fewell), 601 Young St.
 Union Deposit Company, 1612 Republic Bank Bldg.

Iron and Steel

American Steel & Wire Company (FB), 1301 Praetorian Bldg.
 Austin Bros. (M), 1815 Coombs St.
 Berger Mfg. Co. (M) (FB), Corinth & Pearl Sts.
 Chicago Bridge & Iron Works (FB), 1514-17 Magnolia Bldg.
 DeWees Co., R. J. (MA) (Ornamental), 616 Slaughter Bldg.
 Mosher Steel & Machinery Co. (M), Maple Avenue Road.
 O'Hearn, J. L., 1230 Athletic Club Bldg.
 Peden Iron & Steel Co. (FB), 718 Praetorian Bldg.
 Pittsburgh-Des Moines Steel Company (FB), 1217-18 Praetorian Bldg.
 Pittsburgh Steel Co. (FB), 713 Central Bank Bldg.
 Southern Ornamental Iron Works (M), Box 278, Arlington, Texas.
 Southern States Steel Co. (M), 503 So. Haskell Ave.
 Southern Supply Company, The (W), 209 No. Jefferson Ave.
 Thompson, I. G. (MA), 804 Dallas Nat'l Bank Bldg.
 Truscon Steel Co. (FB), 413 Constr. Indust. Bldg.
 Virginia Bridge & Iron Co., of Tenn. (FB), 1429 Kirby Bldg.
 Weaver Ornamental Iron Works (M), 1807 Carter St.
 Western Metal Manufacturing Company (M), 831 Fourth St.
 Wyatt Metal & Boiler Works (M), West Dallas Pike.

Jail Builders

Cloud, Stephen R. (Pauly Jail Building Co.), 517 N. Texas Bldg.

Janitor's Supplies

Brown Mfg. Company (M) (Metal Polish), 1107 Young St.
 Brown Supply Co., A. M. (MAW), 1108 Commerce St.
 Bryant & Co., C. A. (W), 807-9 Elm Street.
 Dixie Disinfecting Co. (M), 2000 Magnolia St.
 Idico Corporation (FB), 7th Fl. Santa Fe Bldg., Unit No. 2.
 Meyer, H. B. (M), 525 N. Akard.
 Southwest Chemical Corp. (M), 3408 Ross Ave.
 Superior Products Co. (M), 1015 Corinth St.
 Tucker Company, The (Tucko Metal Polish) (M), 426 S. Akard.
 West Disinfecting Co., (FB), 1213 Ross Ave.

Japanese and Oriental Goods

Oriental Art Co., (R) 1312 Elm St.

Jewelers—Manufacturing

Everts Company, Arthur A., 1114 Main St.
 Orkin Jewelry Mfg. Co., 301 Southland Life Bldg.

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Jewelers—Retail

Bailey-DeGrazier Jewelry Store, 1411 Main St.
Balfour Company, L. G., 211 N. St. Paul St.
Everts Company, Arthur A., 1114 Main St.
Garonzik Jewelry Co., 1212 Main St.
Gray Jewelry Company, 1936 Elm St.
Klar, Herman (Klar & Winterman), 2310 Elm St.
Linz Bros., Main & Martin Sts.
Pike & Kramer, 1001 Republic Bank Bldg.
Shaw Jewelry Company, 1618 Main St.
Taber's Inc., 1512 Main St.
Tully's Inc., 1410 Main St.
Weber's, 1108 Main St.

Jewelers' Supplies

Dennison Manufacturing Co. (FB), 406 Santa Fe Bldg.
Hawley Company, H. H. (W), Simpson Bldg.

Jewelers—Wholesale

Butler Brothers, Ervay & Young Sts.
Moore-DeGrazier Company, 201 Santa Fe Bldg.
Norsworthy Co., C. L., 2nd Fl., Southland Life Bldg.
Sanders, R. D., 4827 Gaston Avenue.
Shuttles Bros. and Lewis, Insurance Bldg.
Storm-Cummings Co., 223 Santa Fe Bldg.
Tynes-Price & Company, 1521 Commerce St.

Junk Dealers

American Iron & Metal Company, 2215 Latimer St.
Texas Scrap Material Co., 2613 Latimer St.

Knitting Mills

Texas Hosiery Mills (M), 1201 Patterson Ave.

Kodak Finishers

Tucker Studio, 2012½ Elm St.

Labels

Dallas Label & Box Works, 1504 Caruth St.

Laboratories

Dallas Laboratories, 2411 S. Harwood St.
Pittsburgh Testing Laboratory of Texas, 1025 Santa Fe Bldg.
Southwestern Laboratories, 1812½ Main Street.

Ladies' Ready-To-Wear— Retail

Bonwit-Holland Co., 1711 Elm Street.
La Mode, 1708 Elm Street.
Leader, The, 1214 Elm Street.
Lewis Company, R. G., 1914 Elm St.
Weil & Co., I. H., Elm & Murphy Sts.

Ladies' Ready-To-Wear— Wholesale

Annette Dress Manufacturing Co. (M), (Wash Dresses) 706½ Commerce St.
Arend-Dawson Company, Wholesale Merchants Bldg.
Aronson-Rose Mfg. Co. (M), 914 Commerce St.
Blue Bonnet Company, 10th Fl. Santa Fe Bldg.
Brin Company, Mell, 915 Jackson St.
Butler Brothers, Ervay & Young Sts.
Glick Brothers, Inc., 1211 Commerce St.
Gossard Company, The H. W., 614 Santa Fe Bldg.

Kaplan & Company, 1115 Commerce St.
Lees Bros., 901 Jackson St.
Lorch Manufacturing Co., 909 Jackson St.
Marcy Lee Mfg. Co. (M), 2212 So. Lamar St.
McCarty, Inc., Justin (M), 904 Commerce St.
Morten-Davis Company, Jackson & Austin St.
R. B. Mfg. Co., The (M), 1107 Commerce St.
R. H. B. Garment Co., 1105 Commerce St.
Roos-Freedman-Shayn Co., 800-802½ Commerce St.
Schaeffer Garment Co., 902 Commerce St.
Silbert & Son, H., 1004 Commerce St.

Land and Immigration

Newman, G. O., 1114 Athletic Club Bldg.

Landscape Architects

Koch & Fowler, 801 Central Bank Bldg.
Lang Floral & Nursery Co., 1214 Main St.
Yarbrough Nursery, 4301 Lemmon Ave.

Laundries

American Laundry Co., Second Ave., & Williams St.
Gentry's Overall Laundry, 1217 Floride St.
Ideal Laundry Co., Inc., 3214 Ross Ave.
Lakeside Laundry & Cleaning Company, Zangs Blvd. & Marsalis St.
Laughing Water Laundry, 3100-2 Main St.
Leachman's Dallas Steam & Dye Works, 2009 Hickory St.
Oriental Laundry Co., 1720 Wood St.
Progress Laundry & Cleaning Co., The, 3508 Live Oak St.
Stier's Laundry, Inc., 2009 Orange St.
White Star, Inc., 3209-13 Knox St.
Yates Laundry Co., 924-26 College Ave.

Laundry Machinery and Supplies

Carman Supply Co., 3012-14 Williams St.
Kohnstamm & Co., of Texas, H. (Coal Tar Colors & Laundry Supplies), 3605 Main Street.
Laundry Service Corporation, 320 S. Crowds St.
Tucker Company, The (M), (Tucko Master Cleaner) 426 S. Akard St.

Leather Goods

American Beauty Cover Co., 1902-08 Orange St.
Hayden Mfg. Co. (M), 515 Jackson St.
McQueen, F. (MA), 1003½ Main St.
Padgett Bros. Company (M), 1020 Commerce St.
Schoellkopf Company, The (M), Jackson & Lamar Sts.

Leather and Shoe Findings

Hagedorn & Sons, H., 406 No. Lamar St.
Padgett Bros. Co., 1020 Commerce St.
Potts-Knauer Leather Co., 1106 Jackson St.
Schoellkopf Co., The, Jackson & Lamar Sts.

Legal Blanks

Martin Stationery Company, 112 S. Poydras St.

Linotype Composition

Bradfield Brothers Printing Co., 1305 Elm Street.

Linseed Oil and Turpentine

DeForest Company, T. S. (W), 2401-11 K Street

Farm and City Loans

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**LOWER interest rates; SATISFACTORY terms and
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802 Southwestern Life Building

Lithographers

Bankers' Supply Company, 2021 Jackson St.
 Division The Todd Sales Company
 Barnard Stationery Co., Geo. D. (FB), Commerce & Poydras Sts. 3rd Fl.
 Bennett Printing Company, Corsicana & Park Ave.
 Dorsey Company, The, Commerce & Poydras Sts.
 Exline-Lowdon Company, 1818 S. Ervay Street.
 Hargreaves Printing Co., 1013 Main St.

Live Stock and Agriculture

Caruth, W. W., 4949 Swiss Avenue.
 Flowerdale Farm, 3000 Holmes St., Hutchins Road.
 Haggood, K. N., 809 Amer. Exchange Bank Bldg.
 Slaughter, C. C., 619 Slaughter Bldg.
 Slaughter, E. Dick, 319 Slaughter Bldg.
 Stephenson, J. P., 1209 Main Street.

Loans and Investments

American Trust Company, 1st Fl. Fidelity Union Bldg.
 Brinkerhoff & Bennett, 1502 Amer. Exchg. Bank Bldg.
 Buchanan Investment Company, Inc., 409 Republic Bank Bldg.
 Cary-Schneider Investment Company, 312 Medical Arts Bldg.
 Commercial Trust Company, 613 Central Bank Bldg.
 Dallas Mortgage & Realty Co., 109 Martin Street.
 Exall-Roberts & Co., 1804 Allen Bldg.
 Fewell, M. R. (Pres. Texas Investment Co.), 601 Young St.
 Fisher & Fisher, Magnolia Bldg.
 Hancock Mutual Life Insurance Co., John, 802 Southwestern Life Bldg.
 Hanway & Company, Geo. W., 1331 Athletic Club Bldg.
 Hexter, J. K., 420 Linz Bldg.
 Investment Securities Company of Texas, 1602 Amer. Exchange Bank Bldg.
 Joyce, A. G., 2439 Swiss Ave.
 Mayer, Dudley B., 1317 Magnolia Bldg.
 Murray Investment Co., The, 501 Mercantile Bank Bldg.
 Ralston & Company, Robert, 710 Mercantile Bank Bldg.
 Riley, John W., 503 Wilson Bldg.
 Rose Investment Company, Athletic Bldg.
 Scales Brothers, 609 Southwestern Life Bldg.
 Southern Trust & Mortgage Company, 314 Linz Bldg.
 Texas Land & Mortgage Co., Ltd., The, 1406-9 Magnolia Bldg.
 Waldrop Mortgage Company, 1404 Amer. Exchg. Bank Bldg.
 Wright, George R., 910 W. Jefferson Ave.

Loans—Industrial

Paulding Credit Company, 1805½ Main Street.
 Peoples Finance Company, 215 N. St. Paul St.

Locksmiths

Ott, Chas., 1007 Elm Street.

Loose Leaf Systems

Remington Rand Business Service, Inc., 1603 Commerce St.
 Walraven Bros., 1507 Caruth St.

Martin Stationery Co.
Legal Blanks

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**Lumber—Retail**

Booth Lumber & Loan Co., 816 So. Haskell.
 Buell Lumber & Manufacturing Co., No. Hawkins & Central Ave.
 Builders Lumber & Loan Co., 310 So. Carroll Ave.
 Burgher Lumber Co., Forney & East Grand Ave.
 Clem Lumber Company, 2500 Live Oak St.
 Cowser & Company, 3121 Grand Ave.
 Dallas Lumber Company, 4320 Main Street.
 Griffiths & Company, 918 So. Lamar St.
 Groves-Barns Lumber Co., 106 E. Jefferson Ave.
 Higginbotham-Bartlett Lumber Co., 2514 Commerce St.
 Hutsell & Company, C. D., 3009 No. Henderson Ave.
 Jenkins, Cobb & Massey Lumber Co., 936 Forney Ave.
 Lingo Lumber Co., 2630 San Jacinto St.
 Lyon-Gray Lumber Company, Inc., 604 Amer. Exchg. Bank Bldg.
 Maple Lawn Lumber Company, Maple Ave. & Maple Lawn Road.
 Mayfield-Lumber, M. M. 3704 Elm St.
 McFadden Bros. Lumber Co., 4900 E. Grand Ave.
 Morrow Lumber Co., T. H., 839 Sunset Ave.
 Oldham & Sumner Lumber Co., 927 Forney Ave.
 Owens Lumber & Loan Co., George W., 3310 Commerce St.
 Robinson-Brewington Lumber Co., 2021 McKinney Ave.
 Shoupe Lumber Co., J. R., 3113 Main St.
 Temple Lumber Co., 2508 S. Harwood St.
 Texas Hardwood & Supply Company (Hardwood), Logan & Myrtle Streets.
 Trinity Lumber Co., Main & Washington.
 Wilcox & Co., J. M., 3200 Knox St.

Lumber—Wholesale

Burgoynes Bros. (M.), (Hardwood) N. Henderson & Willis Ave.
 Clark & Boice Lumber Co., 1611 Amer. Exchg. Bank Bldg.
 Harris-Lipsitz Lumber Co., 608 Amer. Exchg. Bldg.

**Griffiths
& Co.
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Lyon-Gray Co., Inc., 604 American Exchg. Bank Bldg.
 Marsh, Will B., 608 Amer. Exchg. Bank Bldg.
 Samuel Investment Corporation, 1108-9, Dallas Nat'l. Bank Bldg.
 Texas Hardwood & Supply Company, Logan & Myrtle Sts.
 Texas Oak Flooring Co., Maple Ave. & Maple Lawn Road.

Luggage

Padgitt Brothers Co. 1020 Commerce St.

Lyceum Bureau

Dixie Lyceum Bureau, 510 Wilson Bldg.

Machinery

Allan, George B. (MA), 405-6 North Texas Bldg.
 Allis-Chalmers Mfg. Co. (FB), 1515 Santa Fe Bldg.
 Austin-Western Road Machinery Company (FB), 1306 So. Lamar St.
 Avery & Sons Plow Co., B. F. (FB), Pacific Ave. & Market St.
 Bartholow Company, J. W. (MA), 1221 So. Lamar St.
 Briggs-Weaver Machinery Co. (W), 307 No. Market St.
 Browning-Ferris Machinery Company (MA), 205 Exposition Ave.
 Champion Shoe Machinery Co., 704 Main Street.
 Cowles & Company (MA), 721 Mercantile Bank Bldg.
 Cudney, J. D. (Ingersoll-Rand Co.), 615 Magnolia Bldg.
 Fairbanks-Morse & Company, (FB), 1713 No. Market St.
 Foster Wheeler Corporation (FB), 2001 Republic Bank Bldg.
 Ingersoll-Rand Co., of Texas (FB), 615 Magnolia Bldg.
 Link-Belt Company (FB), (Conveying & Power Transmission), 1221 Mercantile Bank Bldg.

Lockett & Co., Ltd. A. M. (FB), 305 Magnolia Bldg.
 Lone Star Road Machinery Company, Inc., 2003 S. Akard St.
 Long Machine Tool & Die Co. (Used), 208 N. Crowder St.
 Pierce, W. M. (MA), 701 Elm Street.
 Power Manufacturing Company, The (FB), 3117 Commerce St.
 Southern Supply Company, The (W) 209 N. Jefferson Ave.
 Sullivan Machinery Co. (FB), 822 Santa Fe Bldg.

Machinists

Acme Machine Works, 107 So. Market St.
 Long Machine, Tool & Die Company, 208 N. Crowder St.
 Mayhew Machine & Engineering Works, 2713 Commerce St.
 Mosher Steel & Machinery Co., Maple Avenue Road.
 Perfection Machine Tool & Die Company, 3027-29 Elm St.
 Robinson Machine & Forge Works, Cor. Magnolia and Caruth Sts.

Mailing Lists

Commercial Printing & Letter Service Co., 918-19 Santa Fe Bldg.
 Dallas Mailing Company, 1916½ Main St.

Malt Syrup

Premier Distributing Company (Blue Ribbon), 1301 Broom St.

Manufacturers Agents

Allan, George B., 405-6 North Texas Bldg.
 Bentley Company, Paul G., 804 Allen Bldg.
 Brin Company, Mell, 915 Jackson St.
 Glick Brothers, Inc., 1211 Commerce St.
 Holloway, Newton (Buttons, Garters and Silk Thread), 304 Wholesale Merchants Bldg.
 Jenkins & Gunther (Electric Jobbers' Supplies), Santa Fe Bldg, Unit No. 2.

Kline, Fred (Pottery and Glassware), 718 Santa Fe Bldg.
 Mills-Erwin Company, 1201 Magnolia Bldg.
 Moise & Millis, Inc., 916 Commerce St.
 Nu Delman Company, J. S., 1142 Athletic Bldg.
 Otstott, Inc., D. D. (Pottery and China), 720 Santa Fe Bldg.
 Platter, Chas. H., Platter Bldg., 1213 Commerce St.
 Powell Co., A. T., 511 Central Bank Bldg.
 Richards Co., The M. L. (Exclusive Confections), 1905 N. Harwood St.
 Russell, Pierre L., 408 So. Lamar St.
 Storm-Cummings Company, 223 Santa Fe Bldg.
 Tray Service Company, 2509 Commerce St.
 Van Zandt Co., John H. (Heating Material), 408 Dallas Nat'l Bank Bldg.

Manufacturing Pharmacists

First Texas Chemical Mfg. Co., 1814 N. Lamar St.

Marble and Granite

Cearly & Sons, J. W. (W), 3131 Grand Ave.
 McNeel Marble Co., The, 1802 Dallas Nat'l Bank Bldg.
 Roberts Marble Company of Texas (Monuments and Mausoleums), 706 Central Bank Bldg.
 Southwest Marble Co., 818 Santa Fe Bldg.
 Vermont Marble Co. of Texas, 1513 Wall St.
 Vitrolite Construction Co., The (Wainscot and Table Tops), 3207 Commerce St.

Market Analysis

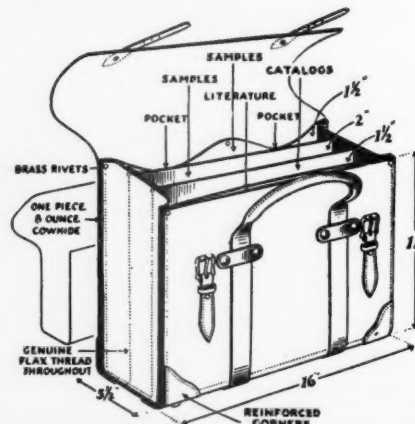
Brown, E. H., 1434-35 Allen Bldg.

Marine Insurance

Butt & Co., F. M., 201 Cotton Exchg. Bldg.
 McLarry, D. D., 911 Magnolia Bldg.
 Rimmer, Frank, Kirby Bldg.

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Padgitt Bros. Co.
 COMMERCE ST. OPPOSITE MARTIN.
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Retail

Wholesale

Mayonnaise

Hellman, Inc., of Texas, Richard (M), 1609 Corsicana St.
 Henard Mayonnaise Company (M), 2216-18 Griffin St.
 Kennedy Brokerage Co. (W), 3104 Oak Lane St.
 Maury-Cole Company (M), 2112 N. Lamar St.
 Supperstein, D. M., Distr. (JW) (Wrights), 1917 N. Houston St.

Meat Markets

Acme Grocery (R), 1407 Greenville Road.
 David, Simon (R), 4311 Oak Lawn Ave.
 Engelberg's Market (R) (W), 2405 Elm St.
 Packing House Markets Co., Inc. (WR), 900 So. Harwood St.

Meats—Wholesale

Engelberk's Market (WR), 2405 Elm St.

Medical Books

Majors Company, J. A., Medical Arts Bldg.

Medicine Manufacturers

Black Company, Dr. W. E. (Ferrasol), 904 McKinney Ave.
 Gordon Drug Company, G. M., 1500 Patterson Ave.
 Link Medicine Co., Dr., 2646 Elm St.

Men's Furnishings

Adolphus Man's Shop, Inc., 1325 Commerce St.
 Dreyfuss & Son, Main and Murphy Sts.
 Glenn and Glenn, Haskell and Elm St.
 Hauger Company, C. D., 1111 Main St.
 Hurst Bros. Co., Main and Field Sts.
 Kahn & Co., Inc., E. M., Main, Elm and Lamar Sts.
 Morris Men's Wear, 1616 Main St.
 Reynolds, Ed, 1526 Main St.
 Roos Company, Gus, 1413 Elm St.
 Victory-Wilson, Inc., 2nd Flr. Marvin Bldg.

Mercantile Agencies

Bradstreet Company, The, 206 Linz Bldg.
 Dun & Co., R. G., 1022 Santa Fe Bldg.
 Merchants Red Book Co., Inc., 2112½ Jackson St.

Merchandise—General

Altizer's Store, D. W., 6022 Maple Ave.
 Butler Brothers, Ervay and Young Sts.
 Dobson & Company, 2527 Elm St.
 Grand Company Stores, Inc., F. & W., 1008 Elm St.
 Perkins Bros Co. (Operating Chain of Dry Goods Stores), Jackson and Austin Sts.
 Sears, Roebuck & Co. of Texas, S. Lamar and Austin Sts.

Metal Building Materials

Acme Screen Company (M), 915 So. Peak St.
 Berger Manufacturing Co. (M-FB) (Ceiling), Corinth and S. Pearl Sts.
 Chase Brass & Copper Co. (FB) (Brass Terrazo Strip), 1513 Amer. Exchg. Bank Bldg.
 Edward Mfg. Co., of Texas (FB), Market and Collins St.
 Lupton's Sons Const. Co., David (FB), 703 Constr. Indust. Bldg.

Meters

Neptune Meter Co. (FB), 2014 Commerce St.
 Pittsburg Equitable Meter Co. of Texas (Gas Regulators), 704 Republic Bank Bldg.

Milk Bottle Caps

Lake & Co., Fred L. (M), 1015 Elm St.

Mill Agents

Newsom Co., W. R., 810 Santa Fe Bldg.

Mill Supplies

Briggs-Weaver Machinery Co., 307 N. Market St.
 Dill, Dwight (Flour, Feed, Cereal) (MA), 307 Santa Fe Bldg.
 Murray Company, The, Williams St. and Trunk Ry.
 Peden Iron & Steel Co., 718 Praetorian Bldg.
 Southern Supply Company, The (W), 209 N. Jefferson Ave.

Millinery—Retail

Cahn, Bernie A., 1610 Main St.
 Field's Millinery, 1512 Elm St.
 La Mode, 1708 Elm St.

Millinery—Wholesale

Baron Bros. Millinery Co., 915 Jackson St.
 Dallas Hat Mfg. Co., 1415 Young St.
 Davis Millinery Co., 1016 Commerce St.
 Fox-Coffey-Edge Company, 1008 Commerce St.
 Higginbotham Millinery Co., 914 Jackson St.
 Lichtenstein-Mittenthal Co., 900 Commerce St.
 Milliners' Supply Co., The, 909-11 Elm St.

Mining Machinery

Allis-Chalmers Mfg. Co. (FB), 1515 Santa Fe Bldg.
 Sullivan Machinery Co. (FB), 822 Santa Fe Bldg.

Monuments

Art Memorial Company, 912 S. Haskell Ave.

Mortar Mixers

Blue Diamond Company of Texas (M), 2422 Myrtle St.

Mortgage Loans

Basham, George V., 709 Central Bank Bldg.
 Brinkerhoff & Bennett, 1502 Amer. Exchg. Bank Bldg.
 Bynum, E. B., 804-5 Amer. Exchg. Bank Bldg.
 Commerce Farm Credit Co., 1107 Main St.
 Compton, C. V., 807 Republic Bank Bldg.
 Dallas Joint Stock Land Bank, 810 Mercantile Bank Bldg.
 Dallas Mortgage & Realty Co., 109 Martin St.
 Deming Investment Co., 707 Kirby Bldg.
 Fain-Townsend Company, 706 Dallas Nat'l Bank Bldg.
 Farry & Company, Nelson A., 1720 Commerce St.
 Federal Mortgage Co., 2nd Flr. Praetorian Bldg.

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Mortgage Loans (Cont'd)

Freeman-Lindsley Investment Co., Inc., 716 Kirby Bldg.
 Gibbard Investment Co., 1604 Kirby Bldg.
 Gillespie & Gillespie, 505 Praetorian Bldg.
 Hancock Mutual Life Insurance Co., John, 802 Southwestern Life Bldg.
 Hexter, J. K., 420 Linz Bldg.
 Investment Finance Corp., 2115 Pacific Ave.
 Investment Securities Co. of Texas, 1602 Amer. Exchg. Bank Bldg.
 Jester & Co., Frank G., 1001 Southwestern Life Bldg.
 Ketcham Mortgage Company, F. O., 710 Kirby Bldg.
 Lindsley & Co., J. W., 1209 Main St.
 Malone, A. M., 406 Central Bank Bldg.
 Miller, Henry S., 409 Southland Life Bldg.
 Miller, Lawrence, 1612 Allen Bldg.
 Mittenhal, N. E., 1006 Kirby Bldg.
 Mortgage Securities Co., 111 Martin St.
 Murray Investment Co., 501 Mercantile Bank Bldg.
 Odom Sales & Loan Company, 711 Main St.
 Realty Trust Company, 1202-8 Praetorian Bldg.
 Relief & Annuity Board, S. B. C., The, 1226-29 Athletic Bldg.
 Riley, John W., 503 Wilson Bldg.

Russell Realty Company, 113 Martin St.
 Samuel Investment Corporation, 1108-9 Dallas National Bank Bldg.
 Smith Company, Roy E., 1502 Amer. Exchg. Bank Bldg.
 Southwest Mortgage & Investment Co., 1114 Athletic Club Bldg.
 Texas Land & Mortgage Co., Ltd., The, 1406-9 Magnolia Bldg.
 Turner, J. Elmer, 1021 Commerce St.
 United Bond Company of Texas, 901-02 Republic Bank Bldg.
 United States Bond & Mortgage Co., 1301 Main St.
 Works, George W., 1205-6 Dallas Nat'l Bank Bldg.

Motion Picture Equipment and Supplies

Jamieson Film Laboratories, 2212 Live Oak St.
 Parker, David F. (Educational Equipment Co.), 1913 Commerce St.

Motor Cycles

Harley-Davidson Sales Co. (FB), 2700 Commerce St.

Motor Freight Lines

Allred Motor Line, 1713 N. Akard St.
 Atlas Transfer & Storage Co., 1307-9 Pacific Ave.
 Binyon-O'Keefe Motor Freight Lines, 410 So. Poydras.
 Central Forwarding, Inc., 1713 N. Akard St.
 Corsicana-Mexia Motor Line, 1004 Collins St.
 Dalworth Motor Express Lines, 2501 Floyd St.
 East Texas Truck Lines, West Commerce St.
 Ely's Truck Line, 1713 N. Akard St.
 G. & H. Motor Freight Line, Eagle Ford Road.
 Johnson Storage & Distributing Co., 265 W. 15th St., Ft. Worth, Texas.
 K. M. A. Transportation Co., 1313 Young St.
 Mangrum Bros. Motor Lines, Whitewright, Texas.

Merchants Fast Motor Lines, 1105 So. Lamar St.
 North Texas Motor Lines, Box 657, Greenville, Texas.
 Palestine-Athens Motor Line, Palestine, Texas.
 Paris Transfer & Storage Co., Paris, Texas.
 Pioneer Motor Line, 1713 N. Akard St.
 Powdrill Motor Freight Service, 2501 Floyd St.
 Russell's Transfer Line, 1432 Jimtown Road.
 Southern Transportation Company, 510 S. St. Paul St.
 Southwestern Transportation Co., 10th Fl. Santa Fe Bldg., Unit No. 2.
 Sproles Motor Freight Lines, 400 Elm St.
 Sulphur Springs Motor Freight Line, Sulphur Springs, Texas.
 Taylor Freight Lines, Inc., 1100 Wood St.
 Union Transfer Company, 1210 Marilla St.
 Woodrum Truck Lines, 1209 Ross Ave.

Multigraphing

Accurate Letter Shop, 1608½ Main St.
 Commercial Printing & Letter Service Co., 918-19 Santa Fe Bldg.
 Dallas Mailing Company, 1916½ Main St.
 Sims Letter Company, 606 Wholesale Merchants Bldg.

Musical Instruments

Mays & Co., Brook, 1005 Elm St.
 Watkin Co., Inc., Will A., 1207 Elm St.
 Whittle Music Co., D. L., 1213 Elm St.

Neckwear—Wholesale

Albert Neckwear Company, 907 Commerce St.
 Butler Brothers, Ervay and Young Sts.

New Arrival Bulletins

Collection Stimulator & Reporting Co., 1202 Allen Bldg.

News Dealers

Union News Co., Union Terminal Bldg.

Newspapers and Magazines

Cotton and Cotton Oil News, 3118 Commerce St.
 Daily Times Herald, 1305 Elm St.
 Dallas Dispatch, 1510 Federal St.
 Dallas Journal, 801 Commerce St.
 Dallas Morning News, 801 Commerce St.
 Farm & Ranch, 3306 Main St.
 Holland's Magazine, 3306 Main St.
 Jewish American, The, 1005½ Main St.
 Progressive Farmer, 413 Slaughter Bldg.
 Semi-Weekly Farm News, 801 Commerce St.
 Southern Pharmaceutical Journal, 1111 Santa Fe Bldg.
 Southwestern Retailer, 8th Fl. Wholesale Merchants Bldg.
 Texas Christian Advocate, 1804 Jackson St.
 Texas Farm & Ranch Publishing Co., Main and Race Sts.
 Western Newspaper Union, 606 S. Akard.

Nitrogen

Wade, P. D., (Linde Air Products Co.), 2626 Commerce St.

Novelties

American Crayon Company (MA) (Chalks, Crayons, Water Colors, Pencils, Toys, Paste, Modeling Materials, Show Card Colors and Art Materials), 1910 Santa Fe Bldg.
 Novelty Art Company (M) (Wooden), 2701 Cedar Springs Road.
 Vaughan Corporation, Gordon (M) (Felt Pennants, Arm Bands, Flags, etc.), 1502-6 Cochran St.

Nurseries

Lang Floral & Nursery Co., 1214 Main St.
 Texas Seed & Plant Company, First and Jefferson Ave.
 Yarbrough Nursery, 4301 Lemmon Ave.

Nuts—Wholesale

Ball Nut & Candy Company, 128 W. Jefferson St.

Office Buildings and Managers

Athletic Club Bldg., Elm, St. Paul and Pacific Ave.
 Ezell, T. G., 501 Wilson Bldg.
 Merchants Building Corporation, Wholesale Merchants Bldg.

Office Equipment

Abbey Brothers, 1615 Bryan St.
 Askew Office Furniture Exchange, 310 No. Akard St.

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MAIL ADVERTISING SERVICE ASSOCIATION

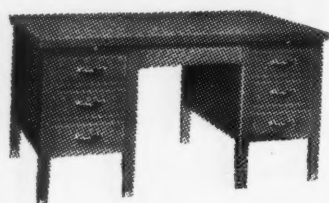


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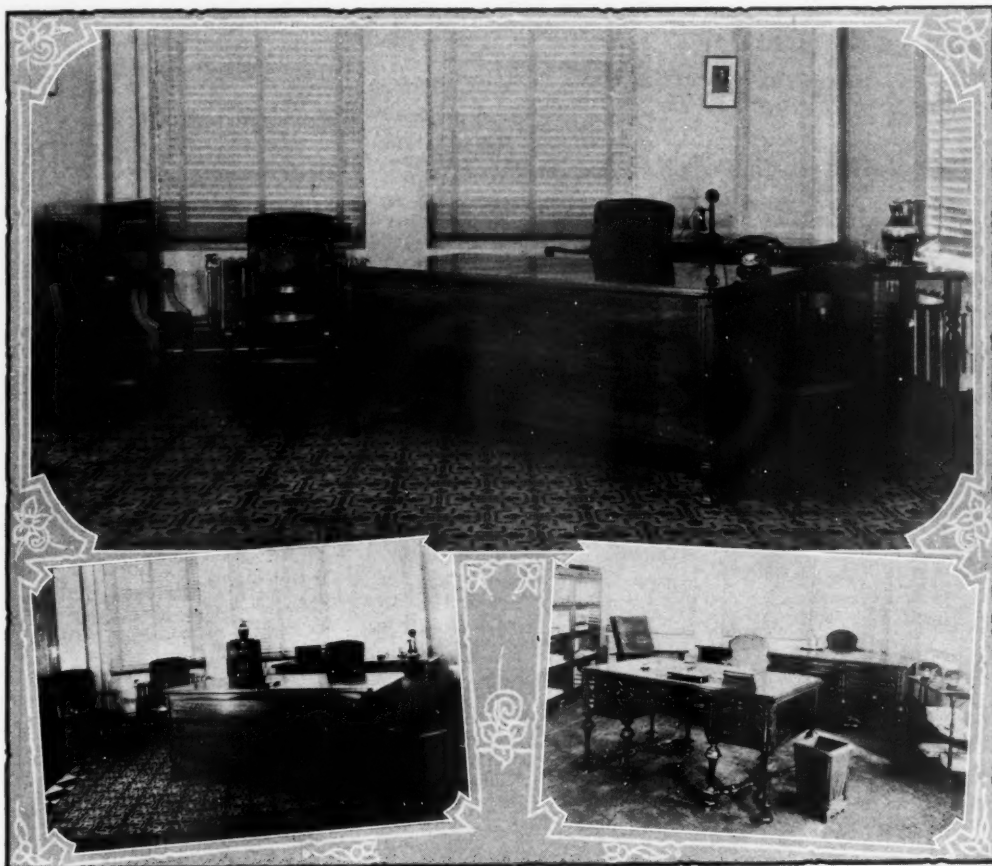
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EXCHANGE**

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DALLAS

7-1220



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"Clemco" Fine Office Suites build prestige for your business because they are unmatched for pleasing design, beauty of woods used, and exclusive convenience and constructive features.

A Wide range of prices makes "Clemco" the logical choice for every office furniture requirement.

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1916 Main St.

Phone 2-9091

Office Equipment (Cont'd)

Bennett Printing Company, Corsicana and Park.
 Berger Manufacturing Co., Corinth and S. Pearl Sts.
 Butler Brothers, Ervay and Young Sts.
 Clarke & Courts, 1506 Young St.
 Dorsey Company, The, Commerce and Poydras Sts.
 Hargreaves Printing Co., 1013 Main St.
 Martin Stationery Co., 112 So. Poydras St.
 Miller Company, Vance K. (RW), 1916 Main St.
 Mosler Safe Company (FB), 427 Santa Fe Bldg.
 Stewart Office Supply Co., 1810 Main St.

Office Supplies

International Distributing Co., 724 Santa Fe Bldg.

Oil and Gas Burners, Automatic and Mechanical

Cole Mfg. Co. (M), (Gas), 2403 S. Harwood St.
 Gillispie & Schwan, Inc., 1207 S. Lamar St.

Oil Companies

Atlantic Oil Producing Company, Magnolia Bldg.
 Buckley Oil Company, R. E., 615 S. Ewing St.
 Burt & Son, R. E., 603 Burt Bldg.
 California Company, Marvin Bldg.
 Cranfill Bros. Oil Company, 202 Magnolia Bldg.
 Cranfill & Reynolds (Producers), 1013 Commerce St.
 Cullinan, Frank (Republic Production Co.), 1509 Amer. Exchg. Bank Bldg.
 Gulf Refining Co., 2nd Ave. and Santa Fe Ry.
 Haggood, K. N., 809 Amer. Exchg. Bank Bldg.

Hooser, Jno. W., 508 Central Bank Bldg.
 Humble Oil & Refining Company, 2001 S. Akard St.
 Lucey Petroleum Co., Suite 1405, Magnolia Bldg.
 Magnolia Petroleum Company, Magnolia Bldg.
 Marion Oil Company, J. F. (Royalties), 1213 Magnolia Bldg.
 Marts, E. R. (Producer), 507 Insurance Bldg.
 Mid-South Oil Corporation, 1127 Kirby Bldg.
 Moss & Urschel (Oil Lands and Oil Producers), 808 Amer. Exchg. Bank Bldg.
 Murchison Oil Company, 917 Amer. Exchg. Bank Bldg.
 Oriental Oil Co., 1911½ Pacific Ave.
 Penn, Robert R., 303 Amer. Exchg. Bldg.
 Pierce Petroleum Corporation, 840 S. Lamar St.
 Primrose Petroleum Co., Inc., 513 Central Bank Bldg.
 Pure Oil Pipe Line Co. of Texas, 1504 Kirby Bldg.
 Roxana Petroleum Corporation, 1020-40 Athletic Club Bldg.
 Simms Oil Company, 10th Fl. Magnolia Bldg.
 Sonneborn Bros., 2111 Taylor St.
 Sun Company, Amer. Exchg. Bank Bldg.
 Texas American Syndicate (Owner of Oil Lands), 200 North Texas Bldg.
 Texas Pacific Coal & Oil Company, 2501 Harrison Sts.
 Texas Company, The, 1000 Alma St.
 Transcontinental Oil Company, 601 Third Ave.
 Tucker & Fox, 714 Fidelity Union Bldg.
 Vacuum Oil Co., Mercantile Bank Bldg.

Oil Field Supplies

Briggs-Weaver Machinery Co., 307 N. Market St.
 Chicago Bridge & Iron Works (FB), 1415-17 Magnolia Bldg.
 D. & B. Pump & Supply Co. (M), Maple Avenue Road.
 Gibson Company, The J. J. (MA), 2016 Canton St.
 Guiberson Corporation, The (M), Pennsylvania and Katy Ry.
 International Derrick & Equipment Co., The (MA), 302 Magnolia Bldg.

Oil Well Supply Company (FB) (Gas Well Supplies), 2114 Magnolia Bldg.
 Peden Iron & Steel Co. (FB), 718 Praetorian Bldg.
 Sullivan Machinery Co. (FB), 822 Santa Fe Bldg.
 United Iron Works, Inc. (FB), 2101 Magnolia Bldg.

Oil Mill Machinery

Briggs-Weaver Machinery Co. (W), 307 N. Market St.
 Continental Gin Co. (M), 3310 Elm St.
 Murray Co., The (M), Williams St. and Trunk Ry.

Oil Refineries

Oriental Oil Co., 1911½ Pacific Ave.
 Simms Oil Company, Magnolia Bldg.
 Texas Company, The, 1000 Alma St.
 Transcontinental Oil Company, 601 Third Ave.

Oil Stoves

Perfection Stove Co. (FB), 825 Trunk Ave.

Oil Tanks and Pumps

Chicago Bridge & Iron Works (FB), 1514-17 Magnolia Bldg.
 Guarantee Liquid Measure Co. (FB), Santa Fe Bldg., Unit No. 2.
 Pittsburg-Des Moines Steel Co. (FB), 1217 Praetorian Bldg.
 United Iron Works, Inc. (FB), 2101 Magnolia Bldg.
 Wyatt Metal & Boiler Works (M), West Dallas Pike.

Oil Well Tools

Guiberson Corporation, The (M), Pennsylvania and M. K. & T. Ry.

Oil and Gas Well Supplies

Continental Supply Co. (MA), 1401 Magnolia Bldg.
 Frick-Reid Supply Corp. (FB), 2117 Magnolia Bldg.
 National Supply Co. of Texas (FB), 1801 Magnolia Bldg.

Oils and Greases

Arnol Graphite Company (W), 1217 Camp St.
 Buckley Oil Company, R. E. (W), 615 S. Ewing St.
 Gibson Company, The J. J. (MA) 2016 Canton St.
 Gulf Refining Co. (W), Second Ave. & Santa Fe.
 Hollingshead Co., The R. M. (FB) 2405 S. Harwood St.
 Sonneborn Bros. (W), 2111 Taylor St.
 Southern Brokerage & Sales Co., 603 Burt Bldg.
 Texas Pacific Coal & Oil Company (W), 2501 Harrison St.
 Vacuum Oil Co., (FB), Mercantile Bank Bldg.

Optical Supplies—Wholesale

American Optical Company, 211 Santa Fe Bldg.

Opticians

Everts Company, Arthur A., 114 Main St.
 Linz Bros., Main & Martin Sts.
 Pike & Kramer, 1001 Republic Bank Bldg.
 Sanders, R. D. 4827 Gaston Ave.
 Taber's, Inc., 1512 Main St.
 Thompson & Swanson, 1603 Main St.

Photostat Prints

Facsimile Copies at Original Size, Enlarged or Reduced of any Written or Printed Document, Legal and Commercial Papers, Letters, Drawings, Maps, Etc.
 JNO. J. JOHNSON
 1912 N. St. Paul St. 2-6729; 7-4218

FRANK ROGERS

Photographs for All Purposes

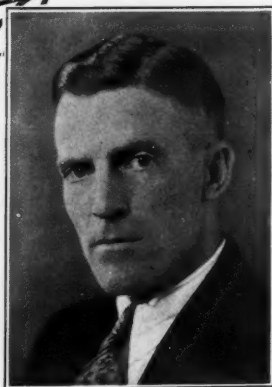
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MONTGOMERY STUDIOS

PRESENT

Number Six

IN A SERIES
 OF PORTRAITS
 INTRODUCING
 NEW
 CITIZENS
 OF DALLAS



E. F. MCGOVERN
 Mgr. Dallas Branch
 Parke, Davis & Company

PARKE, DAVIS & COMPANY, one of the world's largest manufacturers of Pharmaceuticals has recently opened a distributing warehouse located in the Santa Fe Building in charge of Mr. E. F. McGovern. The customer of any druggist knows Parke, Davis on the package stands for quality. The identifying signature of merit in photography is Montgomery's on your photograph.

1502½ ELM ST.

PHONE 7-1158

PHOTOGRAPHS
Live Forever

Optometrists

Everts Company, Arthur A. (R), Main & Murphy Sts.

Ornamental Iron

Sedwick & Co. W. A. (MA), 401 Constr. Indust. Bldg.
Southern Ornamental Iron Works (M), Box 278, Arlington, Texas.
Weaver Ornamental Iron Works (M), 1807 Carter St.

Osteopaths

Seothorn & McDowell, Drs., 1027 Santa Fe Bldg.

Outing Equipment

Carroll's Outing Equipment (R), 208 No. Akard St.
Cullum & Boren Co., (WR), 1509 Elm St.
Texas Quick-Lite Company (Camp Stoves), 409 N. Akard St.

Oxygen

Wade, P. D. (Linde Air Products Co.) (MFB), 2626 Commerce St.

Packing House Products

Armour & Company (FB), Santa Fe Bldg., Unit No. 3, 1118 Wood St.
Armstrong Packing Company (M), Alma St.
Cook & Brown (M), 5003 Holmes Street Road.
Dallas Animal By-Products Company (M), 5003 Holmes Street Road.
Decker & Sons Sales Co., Jacob E. (FB), 2227 Griffin St.
Hornel & Company of Texas, George A. (FB), 2205 No. Lamar St.
Packing House Mkts Co., Inc., (W), 900 S. Harwood St.
Swift & Company (FB), 217 No. Akard St.
Thrift Packing Co. (M), 510 S. Pacific Ave.
Wilson & Co. (FB), Santa Fe Bldg., Unit 3.
Wright & Patterson, Inc. (M), 5003 Holmes St.

Paints, Oils and Varnishes

Acme White Lead & Color Works (FB), 4404 Commerce St.
American Paint & Supply Co. (M), Central & Haskell Ave.
Booth Lumber & Loan Co. (R), 816 So. Haskell Ave.
Butler Brothers (W), Ervay & Young Sts.
Cook Paint & Varnish Co. (FB), 1019 Elm St.
Dallas Paint & Paste Company (R), 1410 Ross Ave.
Dallas Paint & Wall Paper Co. (R), 412 N. St. Paul St.
DeForest Co., T. S. (WM), 2401-11 K St.
Devoc & Raynolds Company, Inc. (WR), 1407 Elm St.
Diamond Paint & Wall Paper Co., of Texas (W), (FB), 1001-7 Ross Ave.
Federal Glass & Paint Co. (FB), 2001 N. Lamar St.
Fink, Sam A. (R), 2603 Elm St.
Industrial Paint & Varnish Co. (M), Maple Ave.
Ford Johnston Wall Paper & Paint Company (R), 1401-08 Pacific Ave.
Lyne & Glass (R), 2414 Elm St.
Moore Wall Paper & Paint Company (WR), 417 N. Harwood St.
Nu-Enamel Paint Co. (M), 1368 N. Zangs Blvd.
Peaslee-Gaulbert Corp. (FB), 2404 Logan St.
Pittsburgh Plate Glass Co. (FB), Santa Fe Terminal Bldg., Unit No. 2 Cor. Jackson & Kendall Sts.
Sewall Paint & Glass Co. (M), 1300 River St.
Sherwin-Williams Co. The (FB), 1621 Wall St.

Paper Mills

Oak Cliff Paper Mills (M) (John G. Fleming & Sons) Betterton Circle, Oak Cliff.

Paper and Paper Products—Wholesale

Dallas Paper Company (WM), 2211 Laws St.
Exline-Lowdon Co. (MW), 1818 S. Ervay St.
Graham Paper Co. (FB), (W), Cor. Laws, Broom & Griffin Sts.
Olmsted-Kirk Company (W), 1033 Young St.
Palmer & Co., E. C. (FB), 301 N. Market St.
Pollock Paper & Box Co. (MW), 2286 S. Lamar St.

Higginbotham's Illustrated PHOTOGRAPHS

Tell the Story



No. 1 of a Series of Advertisements Picturing Dallas Made Products

Realizing the value of good Photographs for selling Metal Goods, the Atlas Metal Works have us photograph every new product they manufacture.

Automotive Plant Equipment

On left a Portable Steel Tool Cabinet. Atlas also makes: Steel Benches for all Repair Work; Trash Can and Parts Pan Doleys; Steel Racks; Drip Pans; Steel Stands—everything Metal for Repair Shops.

The Atlas Company is one of our many satisfied customers that use our photographs to sell their commodities.

L. J. Higginbotham Photo Adv. Co.

1003 CAMP ST.

PHONE 7-5234

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Southwestern Paper Company (W), 1315 Pacific Ave.
Texas Paper Co. (MW), 1200 Patterson Ave.

Paper Stock

Kaplan, A. A. (American Paper Stock Co.) (MA), 916 S. Pearl St.

Paste

American Crayon Company (MA), 1910 Santa Fe Bldg.
(Chalks, Crayons, Water Colors, Pencils, Toys, Paste, Modeling Materials, Show Card Colors, Art Materials.)
Dallas Paint & Paste Company (M), 1410 Ross Ave.

Patents

Associated Factories Corporation, 810 Marvin Bldg.
Schley, Jack A. 904-6 Allen Bldg.
Wood, Ernest A., 1314 Santa Fe Bldg.

Paving Contractors

American Asphalt Company, 1403-6 Allen Bldg.
Cannady Company of Texas, H. L., 1908 Santa Fe Bldg.
Central Bitulithic Co., 1015 Praetorian Bldg.
Estep & Co., R. J. 903 Praetorian Bldg.
Fuller Construction Co., 1206 Praetorian Bldg.
Smith Brothers, Inc., 1201 Santa Fe Bldg.
Southern Paving Company, 414 Allen Bldg.
Texas Bitulithic Co., 1015 Praetorian Bldg.
Union Asphalt Company, 1702 Republic Bank Bldg.
Uvalde Paving Co., 921 Santa Fe Bldg.

Pawnbrokers

Klar, Herman (Klar & Winterman) 2310 Elm St.
Winterman, Jacob (Klar & Winterman), 2310 Elm St.

Pencils—Wholesale

American Crayon Company (MA), 1910 Santa Fe Bldg.
(Chalks, Crayons, Water Colors, Paste, Toys, Modeling Materials, Show Cards and Art Materials)

Pet Stock

Alexander-Jones Seed Co., (Birds, Etc.), 1006 Elm St.
Southland Seed Company, (Birds & Gold Fish), 912 Elm St.

Photographs

Brunswick-Balke-Collender Co. (FB), 811 Elm St.
Butler Brothers (W), Ervay & Young Sts.
Columbia Phonograph Co. (FB), 2000 N. Lamar St.
Edison Shop (R), 1300 Elm St.
Southwestern Victor Distributing Co. (W), 912 Commerce St.
Watkin Company, Inc., Will A., The (R), 1207 Elm St.
Whittle Music Co., D. L. (R), (Records), 1213 Elm St.

Phonograph Records

Grand Company Stores, Inc., F & W. (R), 1008 Elm St.
Polk, Inc., James K. (W), 1315 Young St.
Southwestern Victor Distributing Co. (W), 912 Commerce St.
Stolte Company, The (W), 301-307 N. Market St. Rm. 202.

Photographers

Browne & Browne, 1312½ Elm St.
Fellers Studio, 1026½ Elm St.
Montgomery's Studio, 1502½ Elm St.
Tucker Studio, 2012½ Elm St.

Photographers—Commercial

Fairchild Aerial Surveys, Inc., (Aerial Photographers), 2100 N. Harwood St.
Fellers Studio, 1026½ Elm St.
Fosby Studio, The 1802½ Elm St.
Higginbotham Photo Advertising Co., 1003 Camp St.
McAnally, Chas. C., 1713½ Live Oak St.
Raymond Studio, 2108 McKinney Ave.
Rogers, Frank, 1304 Elm St.

Photographic Supplies

Pittman & Bro., G. H. (W), 1504 Young St.

Photostat Prints

Johnson, John J., 1912 No. St. Paul St.

Physicians and Surgeons

Bailey, Dr. Cornelius Oliver (Radiology), St. Paul's Hospital, 3121 Bryan St.
 Black, Dr. J. H., Medical Arts Bldg.
 Blount, Dr. E. A., 802-4 Medical Arts Bldg.
 Boyd, B. Y., M. D., 204 Lansing Bldg.
 Campbell, Dr. Peyton L., 415 Wilson Bldg.
 Carrell-Driver Clinic, The, 3701 Maple Ave.
 Carter, Jr., Dr. David W., 1121 Medical Arts Bldg.
 Cary, E. H. Dr. Medical Arts Bldg.
 Crow, Dr. W. E., 322 Wilson Bldg.
 Dallas Medical & Surgical Clinic, 4105 Live Oak St.
 Downs, Dr. Jas. T., 612 Southwestern Life Bldg.
 Dunlap, Dr. Elbert, 610 Medical Arts Bldg.
 Folsom, Dr. A. I., Medical Arts Bldg.
 Giles, Dr. Robert B., 1710-11 Medical Arts Bldg.
 Grigsby, Dr. C. M., Medical Arts Bldg.
 Herrin, Dr. W. E., 737 Wilson Bldg.

Hudson, Dr. Lee Medical Arts Bldg.
 Jones & Jones, Drs., 3116 Live Oak St.
 Knowles, Dr. W. Mood, 515 Medical Arts Bldg.
 Levy, Dr. Harry R., 1123 Medical Arts Bldg.
 Martin & Martin, Drs., Medical Arts Bldg.
 McBride & McBride, Drs., Medical Arts Bldg.
 McLaurin & McLaurin, Drs. (Eye, Ear, Nose & Throat), 1322 Medical Arts Bldg.
 McReynolds, Seay & Newton, Drs., Mercantile Bank Bldg.
 Moore, H. Leslie Dr., 630 Medical Arts Bldg.
 Norris, Dr. Jno B., 222 Linz Bldg.
 Pierce, Dr. Franklin A., Medical Arts Bldg.
 Rosser & Rosser, Drs., 710 Medical Arts Bldg.
 Samuel Surgeons, W. W., Medical Arts Bldg.
 Shelmire & Shelmire, Drs. (Dermatologists), Medical Arts Bldg.
 Southwest Clinic, The, 16th Fl. Medical Arts Bldg.
 Spann, R. L., Dr., 4507 Gaston Ave.
 Stone, Dr. M. P., Medical Arts Bldg.
 Terrill, Dr. James J., 714 Medical Arts Bldg.
 Thaxton, Dr. Gerald B., 2400 San Jacinto St.
 Wells, Dr. J. T., 613 Southwestern Life Bldg.
 White, Edward, M. D., Medical Arts Bldg.
 Wilkinson, Dr. Albert, 521 E. 10th St.

Pipe Organs

Pierce Company, Phil H., 1805 Commerce St.
 Southern Pipe Organ Company, 1913 Commerce St.
 Watkin Company, Inc., Will A., 1207 Elm St.
 Whittle Music Co., D. L., 1213 Elm St.

Pipe—Sewer

Lock Joint Pipe Co. (M), 711 Constr. Indust Bldg.

Planing Mills

Buell Lumber & Manufacturing Co., No. Hawkins & Central Ave.
 Clem Planing Mill Company (Factory), 2500 Live Oak St.
 Huttig Sash & Door Co., of Texas, 304 N. Crowds St.
 Shiels, Elliott, Planing Mill Company (M), 4007 East Side Avenue.

Plasters

Blue Diamond Co., of Texas (M), 2422 Myrtle St.
 Williamson-Greer, Inc., 810 Dallas Nat'l Bank Bldg.

Plumbers and Plumbing Fixtures

Dallas Plumbing Co., Inc., 2425 McKinney Ave.
 Martyn Bros., 911 Camp St.
 Wallace Plumbing Co., 2224 Summer St.

Plumbing and Heating Supplies—Wholesale

Chase Brass & Copper Company (FB), (W), 1513 Amer. Exchg Bank Bldg.
 Fuller Supply Company, 2425 S. Harwood St.
 Crane Co. (FB), Young & Lamar Sts.
 Mueller Company, 901 McKinney Ave.
 Nelson Mfg Co., N. O. (FB), 915 McKinney Ave.
 Southland Supply Company, Inc., 2400 S. Harwood St.
 Standard Sanitary Mfg. Co. (FB), 1200 Jackson St.
 Wolff Company (FB), 3214 Main St.

Post Office Equipment

Texas Hardwood & Supply Company, Logan & Myrtle Sts.

Post Office Officials

Luna, W. B., Asst Postmaster, Post Office.
 Philp, John W., Postmaster, Post Office.
 Young, Geo. C., Supt. Mails, Post Office.

Potash

American Potash Company (Producers), 1311 Republic Bank Bldg.

Pottery and Art Ware

Love Field Potteries (M), Love Field.
 Southern Potteries (M), Love Field.

Pottery and Glassware

Butler Brothers (W), Young & Ervay Sts.
 Kline, Fred (MA), 718 Santa Fe Bldg.

Poultry and Eggs

Ablon & Sons, Ben (W), 1000 Camp St.
 Kadane-Brown, Inc. (W), 2116 Canton St.
 Titman Egg Corp. (W), 1301 Broom St.

Poultry Supplies

Alexander-Jones Seed Company, 1006 Elm St.
 Sherman-Magnolia Seed Company, 945 S. Lamar St.

Premium Goods

Home Certificate Company of Texas, 415 Lansing Bldg.

Texas Press Clipping Bureau

1119 Athletic Club Building

Telephone 2-7628

DALLAS

Established 1910

Newspaper Clippings Reports Advance Information

We read all the newspapers of Texas and can give you thorough service on the items touching your business or activities.

Our overhead expense being spread thin over a large number of patrons, in Dallas, and elsewhere, you will find the expense surprisingly low.

Promptness and accuracy.

J. HENRY SIMPSON

Proprietor

Pianos and Organs

Baldwin Piano Company (FB), 1017 Elm St.
 Mays & Company, Brook (R), 1005 Elm St.
 Pierce Co., Phil H., The, 1805 Commerce St.
 Watkin Co., Inc., The Will A. (R), 1207 Elm St.
 Whittle Music Co., D. L. (R), 1213 Elm St.

Pickles and Condiments

Roter Pickle & Canning Co., (M), 2834 Medill St.

Picture Moldings and Frames

Pittman & Bro., G. H. (W), 1504 Young St.

Pig Stands

Cain's Barbecue Stands, 304 S. Ervay St.
 Pig Stands Company, Inc., 3716 Maple Ave.

Pipe and Boiler Covering

Rogers Asbestos Co. (W), 947-51 S. Lamar St.

Pipe and Fittings

American Cast Iron Pipe Co., (FB), 1317-18 Praetorian Bldg.
 Briggs-Weaver Machinery Co., 307 N. Market St.
 Chase Brass & Copper Company, (FB), (Brass & Copper) (Copper, Brass & German Silver Tubing),
 Fuller Supply Company, 2425 S. Harwood St.
 Pittsburg-Des Moines Steel Co., (Riveted Steel Pipe), 1217-18 Praetorian Bldg.
 Southern Plow Co., The (W), 608 Elm St.
 United States Cast Iron Pipe & Foundry Co., (FB), 617 Magnolia Bldg.
 Western Metal Manufacturing Co., 831 Fourth St.



2-8101



2-8102

ETHERIDGE PRINTING COMPANY

STATIONERY OFFICE SUPPLIES SERVICE STEEL FILING EQUIPMENT

Orange and Collin Streets

Press Clipping Bureau

Kittrell, Jr., W. H., 408 Southland Life Bldg.
Texas Press Clipping Bureau, 1119 Athletic Bldg.

Printers

Accurate Letter Shop, 1608½ Main St.
Barnard Stationery Company, Geo. D. (FB), Commerce & Poydras Sts. 3d Fl.
Bennett Printing Company, Corsicana & Park.
Boyd Printing Company, 1323 Wood St.
Bradfield Bros. Printing Co., 1305 Elm St.
Busch, Max, 910½ Elm St.
Colville & Son, J. M. 1725 N. St. Paul St.
Crockett-Hyatt Printing Company, 1002½ Pacific Ave.
Curtis, Cowan, Van Huss, 917 Camp St.
Dallas Show Print, 1013 Elm St.
Dorsey Company, The, Commerce & Poydras Sts.
Dyer & Company, R. C. 1900 No. St. Paul St.
Evan Printing Co., 912 Ross Ave.
Etheridge Printing Co., Orange & Collins Sts.
Exline-Lowdon Company, 1318 S. Ervay St.
Geyer Printing Co., 1716-18 N. Akard St.
Harben-Spotts Company, 411 Southwestern Life Bldg.
Harkreaves Printing Co., 1013 Main St.
Johnston Printing & Advertising Co., 1901 McKinney Ave.
Martin Stationery Company, 112 S. Poydras St.
McConnell Printing & Advertising Co., 305 S. Ervay St.
McCraw Printing Co., Jno. B. 1001 Young St.
Padgett-McIntyre Company, Inc., 1414-16½ Patterson Ave.
Powell-Johnson Company, 1608 Wood St.
Shaw Printing Company, 1713½ Commerce St.
Southwest Printing Co., 917 Camp St.
Southwest Tablet Mfg. Co., 2501 Cleveland St.
Southwest Ticket & Coupon Co., 106-8 S. Beckley Ave.
Stellmacher and Clark, 2715 Elm St.
Texas Publication House Inc., 2500 McKinney Ave.
Tigert Printing Co., 2112½ Jackson St.
Vogel-Bracken Printing Service, (Com'l), 2933 Elm St.
Walraven Bros., 1507 Caruth St.
Warlick Law Printing Co., (Law Briefs) 1816 Main St.
Wilson Printing Company, 114 So. Poydras St.
Womack Bros., 405 N. Ervay St.

Printing Inks

Bingham's Son Mfg. Co., Samuel (FB), 1308 Patterson Ave.
(Representing Miller-Cooper Ink Company)
McMurray, John W. (Samuel Bingham's Son Mfg. Co.), Patterson & Orange Sts.
Palmer & Co., Ltd., E. C. (FB), 301 N. Market St.
Southern Ink Corporation, (W), 2411-13 So. Harwood St.
Texas Printing Ink Company, (M), 1414 Federal St.

Printers' Rollers

Bingham's Son Mfg. Co., Samuel (FB), 1308 Patterson Ave.
McMurray, John W. (Samuel Bingham's Son Mfg. Co.), Patterson & Orange Sts.
Palmer & Co., Ltd., E. C. (FB), 301 N. Market St.

Printers' Supplies

Earnhart Bros. & Spindler, 1102 Commerce St.
Bingham's Son Mfg. Co., Samuel, 1308 Patterson Ave.
McMurray, John W. (Samuel Bingham's Son Mfg. Co.), Patterson & Orange Sts.

Produce and Fruit

Ablon & Sons, Ben, 1000 Camp St.
Barish & Webberman, 2028 Cadiz St.
Keith Company, Ben E. 901 S. Pearl St.
Mann, Carl, 207 Central Bank Bldg.
Tobolowsky Produce Co., 2504 Bryan St.

**MERCURY**

The Latin god of commerce and gain whose cult was derived from the Greek Hermes, and to whom, accordingly, the other characteristics of Hermes as herald or messenger of the gods and god of eloquence were ascribed by the Latin poets.



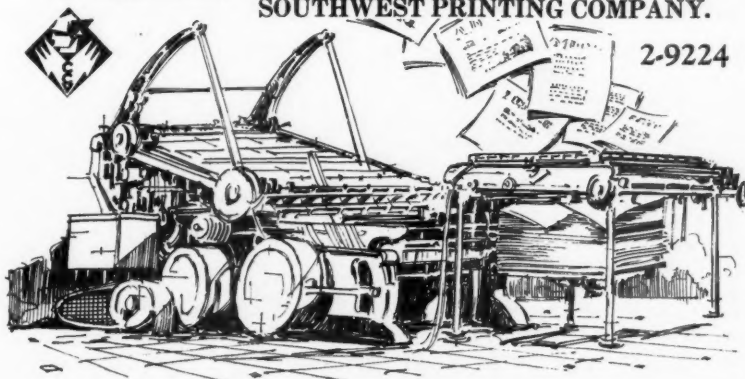
Colorful Printing

Because the characteristics of our printing are so similar to those of Mercury, we have chosen him as a theme in advertising our color press, the Big Kelly, the only one of its kind in Dallas. Every month on

this page you will find the definite reasons why our company with its new equipment will give you the printing you desire, coupled with the helpful suggestions that increase its "pulling power."

Curtis, Cowan, Van Huss
SOUTHWEST PRINTING COMPANY.

2-9224



Public Utilities

Central & Southwest Utilities Co., 1100 Allen Bldg.
 Dallas Gas Company, The 2016 Jackson St.
 Dallas Power & Light Co., Interurban Bldg.
 Dallas Railway & Terminal Co., Interurban Bldg.
 Lone Star Gas Company, Harwood & Wood Sts.
 Municipal Gas Company (M), 602 Lone Star Gas Bldg.
 Southwestern Bell Telephone Co., Telephone Bldg.
 Texas Power & Light Co., Interurban Bldg.

Publishers

American Book Co., (FB), (School & College Texts), 1304-6 Young St.
 Baptist Book Store, 1019 Main St.
 Baptist Standard Publishing Co., 304-5 Burt Bldg.
 Belo Corporation, A. H., 801 Commerce St.
 Dlaylock Publishing Co., 1804 Jackson St.
 Cokesbury Press, Agts., Publishing House M. E. Church South, (Lamar & Whitmore), 1808 Commerce St.
 Compton & Co., F. E., Mercantile Bank Bldg.
 Dallas Dispatch Company, 1510 Federal St.
 Ginner & Miller Publishing Co., 3118 Commerce St.
 Crolrier Society, The (The Book of Knowledge), 507-8 Mercantile Bank Bldg.
 Harben-Spotts Company, 411 Southwestern Life Bldg.
 Heath & Company, D. C. (Textbooks), 1911 Bryan St.
 Hoxie, E. C. (Rep. Butterick Pub. Co.), (Circulation), 1003 Republic Bank Bldg.
 MacMillan Company, The (J. Henry Phillips, Mgr.), 1701 Ross Ave.
 Progressive Farmer, The, 413 Slaughter Bldg.
 Southern Pharmaceutical Journal, 1111 Santa Fe Bldg.
 Southern Publishing Co., 6th Fl. Santa Fe Bldg. Unit No. 4.
 Southwest Press, The, 216 No. St. Paul St.
 Southwestern Retailer, 8th Fl. Wholesale Merchants Bldg.
 Stamps-Baxter Music Co. (Song Books & Music), 221-2 Lansing Bldg.
 Texas Farm & Ranch Publishing Co., Main & Race Sts.

Texas Publication House, Inc., 2500 McKinney Ave.
 Times Herald Printing Co., Inc., 1305 Elm St.
 Walraven Bros., 1507 Caruth St.
 Western Newspaper Union, 606 S. Akard St.
 Worley Directory Co., John F. (Pub. of City Directories), 905 Main St.

Putty

Cook Paint & Varnish Co., 1019 Elm St.

Radio Equipment—Retail

Anchor Awning Company (R), 3921 Gaston Ave.
 Cullum & Boren Company, 1509 Elm St.
 Edison Shop, 1300 Elm St.
 Garitty & Shiels, (Majestic), 1103 Main St.
 Grand Company Stores, Inc., F & W 1008 Elm St.
 Huey & Philp Hardware Co., 1029 Elm St.
 Radio Stores, Inc., 205 W. Jefferson & 111 S. Harwood St.
 Sanger Bros., Main & Lamar Sts.
 Smith-Jones Company, 1816 Main St.
 Watkin Co., Inc., Will A., The, 1207 Elm St.
 Whittle Music Co., D. L. 1213 Elm St.

Radio Equipment—Wholesale

Cunningham, Inc., E. T. (FB), (Tubes), 2200 Griffin St.
 Folsom Company, The, 212 N. Austin St.
 General Electric Co., 1801 No. Lamar St.
 Padgett Bros. Company, (Splendor), 1020 Commerce St.
 Radio Corporation of America, (FB), 1505-9 Santa Fe Bldg.
 Radio Equipment Co., of Texas, 1924-26 Main St.
 Smith Company, Harrison (Atwater-Kent Distr.), 2123 Commerce St.
 Southwest General Electric Supply Co., 1801 No. Lamar St.
 Southwestern Victor Distributing Co., 912 Commerce St.
 Stewart-Warner Products Service Station, 2122 Jackson St.
 Texas Radio Sales Company, Inc., 411 N. Harwood St.

Railroad Companies and Officials

Allen, Harvey, Ass't Frt. Traffic Mgr. M. K. T. Ry., M. K. T. Bldg.
 Allen, J. M. Gen. Agt. Chicago, Milwaukee & St. Paul Ry. 1315-16 Praetorian Bldg.
 Andrews, R. C., Dist. Mgr., American Railway Ass'n, 1413 Santa Fe Bldg.
 Angell, Geo. R., Com. Agent, Chicago, Rock Island & Gulf Ry., 118 Field St.
 Bledsoe, J. E., Div. Pass. Agt., Southern Pacific Lines, 1313 Commerce St.
 Briggs, W. E., Asst. Gen. Frt. & Pass. Agt., Southern Pacific Lines, 1313 Commerce St.
 Buckner, Murrell L. V. P. & G. M. Union Terminal Co., Union Terminal Station.
 C. B. & Q. Railroad, 701 Kirby Bldg.
 Chicago & Northwestern Railway Co., (P. P. Eyman, Gen. Agt.), 202 Southwestern Life Bldg.
 Crush, W. G., Pass. Traffic Agent, Missouri-Kansas-Texas Lines, Katy Bldg.
 Dallas Railway & Terminal Co., Interurban Bldg.
 Daniels, Randolph, Asst. Gen. Pass. Agt., Missouri-Kansas-Texas Lines, Katy Bldg.
 Dougherty, G. H., Gen. Agt. Kansas City Southern Ry., 609 Mercantile Bank Bldg.
 Erie Railroad (T. J. Martin, Gen. Agt.), 615 Thomas Bldg.
 Fewell, M. R. Gen'l Agt., Texas Electric Ry. Co., 601 Young St.
 Fort Worth & Denver City Railway Company, 110 Field St.
 Garvin, J. F., Missouri-Kansas-Texas Lines, St. Louis, Mo.
 Gebhart, P. C., Agent, Southern Pacific Lines, 2300 Canton St.
 Griffin, James P., President, Texas Electric Railway Co., 704 Interurban Bldg.
 Hare, E. L., Chief Clerk, Southern Pacific Lines, 1313 Commerce St.
 Hollimon, B. S., Superintendent, Southern Pacific Lines, Ennis, Texas.
 Hosmer, C., Gen. Agt. Missouri-Kansas-Texas Lines, Katy Bldg.
 Illinois Central Ry., 904 Kirby Bldg.
 Knox, W. Frank, (Receiver Gulf Texas & Western Ry.), 1215 Praetorian Bldg.
 Lancaster, J. L. Pres. Texas & Pacific Ry., 902 T. & P. Bldg.
 McGee, H. E., V. Pres & Genl. Mgr. M-K-T Lines, Katy Bldg.

STREET CARS-

*The Measure of
a City's Progress*

No city can grow and prosper beyond the limitations of its street car service. Its progress is measured by this solid backbone of mass transportation.

Adequate street car service is a business necessity. The most up-to-date methods, equipment, carefully worked out schedules and safe, smooth, rapid handling of passengers are essential.

Our slogan "Partners in the Growth of Dallas" is an expression of our desire to co-operate fully in giving Dallas the best possible street car service—thus helping its progress.

Dallas Railway & Terminal Company
Partners in the Growth of Dallas

Mickach, H. J., Superintendent Southern Pacific Lines, Ennis, Texas.
 Missouri Pacific Railroad Company, 1608 Kirby Bldg.
 Mitchell, Elmer, General Agent, St. Louis-San Francisco & Texas Ry (Frisco Lines), 1009 Southwestern Life Bldg.
 Mockbee, J. R., Div. Frt. Agt., St. L. Southwestern Railway Co., of Texas, 808 1/2 Commerce St.
 Nelson, LaRue, Gen. Agt., International & Great Northern and Gulf Coast Lines Railway Companies, 1209 Cotton Exchange Bldg.
 New York Central Lines, 1008 Southwestern Life Bldg.
 Northern Texas Traction Co., 400 Main St., Fort Worth, Texas.
 Nourse, George B., Dist. Supt., Western Weighing & Inspection Bureau, 6th Fl. Santa Fe Bldg.
 Patton, A. J., Trav. Frt. Agt., Southern Pacific Lines, 1813 Commerce St.
 Payne, J. B., Vice Pres., Texas & Pacific Ry. Co., T. & P. Bldg.
 Peeler, T. L., Industrial Commissioner, Missouri-Kansas-Texas Lines, Katy Bldg.
 Pennsylvania Railroad, 1311-12 Southwestern Life Bldg.
 Rankin, N. L., Gen. Agt. Texas & Pacific Ry., 1408 Main St.
 Riley, C. S., Division Freight Agent, G. C. & S. F. Ry. Co., 1116 Commerce St.
 Smith, H. G., Div. Frt. Agt., M. K. T. Ry. Co., 112 Field St.
 Somerville, J. A., Vice Pres. T. & P. Ry. Co., T. & P. Bldg.
 Spence, T. M., Asst. Supt., Southern Pacific Lines, Ennis, Texas.
 Spragins, H. H., Asst. Industrial Commissioner, St. L. & S. W. Ry. Co., 808 1/2 Commerce St.
 Stebbins, F. G., Dist. Frt. Rep., Baltimore & Ohio Railroad, 707 Southwestern Life Bldg.
 Universal Carloading & Distributing Co., 1001-2 Mercantile Bank Bldg.
 Wichita Falls & Southern R. R. Company, 1309 Republic Bank Bldg.
 Winslow, E. D., Asst. to V. Pres & Gen. Mgr., Missouri-Kansas-Texas Lines, Katy Bldg.

Railway Supplies

Jenkins, W. D., 1209-10 Praetorian Bldg.
 Southern Supply Company, The (W), 209 N. Jefferson Ave.

Railway Water Treating Plants

Pittsburg-Des Moines Steel Company, 1217-18 Praetorian Bldg.

Real Estate

Baker, M. N., 1211 Elm St.
 Bolanz & Bolanz, 111 Field St.
 Browne, Clayton D., 402-3 Praetorian Bldg.
 Burgher, Ballard, & Company, 1105-6 Dallas Nat'l Bank Bldg.
 Cary-Schneider Investment Co., 312 Medical Arts Bldg.
 Chambers, W. S. & Chambers, Jr., W. S. Associated, 620 Wilson Bldg.
 Commercial Trust Company, 613 Central Bank Bldg.
 Connally & Thomas, 305 Southwestern Life Bldg.
 Cranfill, Dr. J. B., 630 Wilson Bldg.
 Cullum & Co., J. D., 713 Southwestern Life Bldg.
 Dallas Housing Company, 401 Magnolia Bldg.
 Dallas Mortgage & Realty Co., 109 Martin St.
 Davis Company, Hale (Industrial & Factory Warehouses), 618 American Exchg. Bank Bldg.
 DeLoache, Ira P., 1017-18 Fidelity Union Bldg.
 Durham & Company, J. S. (Rentals), 1007 Main St.
 Exall-Roberts & Company, 1804 Allen Bldg.
 Farry & Company, Nelson A. 1720 Commerce St.
 Fisher & Fisher, Magnolia Bldg.
 Flippen-Prather Realty Co., 4600 Preston Road.
 Freeman-Lindsley Investment Co., Inc., 716 Kirby Bldg.
 Gamble Co., R. H. 1601-2 Kirby Bldg.
 Gillespie & Gillespie, 505 Praetorian Bldg.
 Graham & Son, W. Wilson, 1005 Republic Bank Bldg.
 Hancock Bros., (Business Property), 1427 Kirby Bldg.
 Hanway & Williams, 203 Central Bank Bldg.
 Heiskell & Company, J. A. 1203 Hampton Road.

Good Lighting Helps Solve Retailers' Problem

Well planned store lighting adds brightness and cheer to an interior. It invites patronage by displaying merchandise to best advantage. Also it helps to reduce substantially the number of sales cancelled by returned goods. With well arranged lighting the buyer secures a correct idea of merchandise at first inspection, and returns are materially cut down. Retailers are entirely familiar with the problem of the "return evil."

Look carefully over the accompanying photograph. Note how the illumination is distributed in the interior—under the display counters and in remote corner of shelving everything is as clear as day. Merchandise sold under these lighting conditions will stay sold.



INTERIOR OF PANTS STORE COMPANY AT 107 SOUTH AKARD

This is a branch of a chain with headquarters at St. Louis and branches at Pittsburg, Chicago, Cleveland, Kansas City, Detroit and elsewhere. Its president, Mr. Louis H. Quint, of St. Louis, writes:

"Please accept our assurance that I have been most highly pleased with our lighting system and the efficiency of same. We feel we have at Dallas the most perfectly lighted chain in our entire system."

Next time you pass this store stop long enough to note the admirable lighting effects. The Illumination Division of Dallas Power & Light Company will be glad to confer with you on your lighting problems. Advice and counsel is extended without charge. It will be well worth your time to meet our illumination specialists. Dial 2-9321, ask for the Illumination Division, and start a mutually advantageous contact.

Real Estate (Cont'd)

Homestead Development Company., 4232 Cedar Creek Drive.
 Irwin Company, D. L., 500-02 Simpson Bldg.
 Jackson, C. Gordon, 905 Kirby Bldg.
 Jester & Co., Frank G., 1001 Southwestern Life Bldg.
 Jones & Calvert Real Estate Company, 2324 Brooklyn St.
 Joyce & Alexander, 1501 Dallas Nat'l Bank Bldg.
 Kain, W. J., 1014 Mercantile Bank Bldg.
 Kalloch & Kalloch, 1304 Republic Bank Bldg.
 Kettle, John A., 207 Lansing Bldg.
 Lindsley & Co., J. W., 1209 Main St.
 Lloyd, A. T., 1302 Kirby Bldg.
 Maher, E. N., 718 Slaughter Bldg.
 Maillot & Stewart, 601 Kirby Bldg.
 Majors, B. H., 304½ S. Harwood St.
 Mayer, Dudley B., 1317 Magnolia Bldg.
 McNeny & McNeny, 1326-29 Athletic Club Bldg.
 Miller, Henry S., 409 Southland Life Bldg.
 Miller, Lawrence, 1612 Allen Bldg.
 Mitchell and Company, Ellis, 305 Dallas Nat'l Bank Bldg.
 Mittenhal, N. E., 1006 Kirby Bldg.
 Moore, W. McCarty, 707 Dallas Nat'l Bank Bldg.
 Moser & Loughborough, 111 Martin St.
 Murphy-Bolanz Company, Commerce & Field Sts.
 Murphy & Company, Pat., 1509 Commerce St.
 Newman, G. O., 1114 Athletic Club Bldg.
 Parks Investment Co., 1013 Kirby Bldg.
 Peterson Company, I. L., 1613 Republic Bank Bldg.
 Realty Development Corporation (Owners & Developers "Restland Memorial Grounds"), 1012 Fidelity Union Bldg.
 Realty Trust Company, 1202-8 Praetorian Bldg.
 Reilly Real Estate & Insurance Co., William Reilly Bldg.
 Rucker & Co., 1813 Main St.
 Russell Realty Company, 113 Martin St.
 Seales Brothers, 609 Southwestern Life Bldg.
 Seay-Cranfill Co., 1011 Commerce St.
 Smith, Harry M., 503 Linz Bldg.
 Smith Company, Roy E., 1502 Amer. Exchg. Bank Bldg.
 Southern Trust & Mortgage Co., 314 Linz Bldg.
 Southwestern Land Co., (Colonization), 221 Jefferson Hotel.
 Southwestern Land & Loan Co., 401 Republic Bank Bldg.
 Springer Realty Company, (North Crest Addition), 211 T & P Bldg.

When You Think of Safes
 Think Of
ABBEY BROS.
 Herring, Hall, Marvin Dealers
 1615 Bryan 2-5065

Murphy-Bolanz Company

Real Estate
 Rentals
 Insurance
 Loans
 Investments
 Property Management

COMMERCE & FIELD STS.
 PHONE 2-1281

Straus-Richardson Co., 815 Marvin Bldg.
 Tardy Company, James N., 1605 Magnolia Bldg.
 Terry Bros., 1649 Pacific Ave.
 Thomas, R. J., 910 Kirby Bldg.
 Turner, J. Elmer, 1021 Commerce St.
 Waldrop Mortgage Company, 1404 American Exchange Bank Bldg.
 Walker Realty Co., 1207 Dallas Nat'l Bank Bldg.
 Williams & Ellis, Inc., 1608½ Main St.
 Works, George W., 1205-6 Dallas Nat'l Bank Bldg.
 Wright, George R., 910 W. Jefferson Ave.

Refinery Equipment

Chicago Bridge & Iron Works (FB), 1514-17 Magnolia Bldg.
 Foster Wheeler Corp. (FB), Republic Bank Bldg.
 Pittsburg-Des Moines Steel Co. (FB), 1217 Praetorian Bldg.
 Refinery Castings Corporation (M), 1st St & West Commerce.
 United Iron Works, Inc. (FB), 2101 Magnolia Bldg.
 Wyatt Metal & Boiler Works (M), West Dallas.

Refrigeration—Electric

Blewett Co., Inc., The (Distr.), 1617 Bryan St.
 Cooper Company, Hugh, 400 N. Akard St.
 Radio Equipment Co., of Texas (FB), 1924-26 Main St.
 Rogers, A. C. (R), 418 N. St. Paul St.
 Southwest Zerozone Co. (FB), 1026 Young St.

Refrigerators and Refrigeration Equipment

Butler Brothers (W), Young & Ervay Sts.
 Enterprise Butchers Supply Company, (R), 612 Elm St.
 Friedrich, Ed. (R), 2012 Commerce St.
 United Iron Works, Inc. (FB), 2101 Magnolia Bldg.
 York Ice Machinery Corp. (FB), 2225 S. Lamar St.

Refrigerating Machinery

Cabell Engineering & Creamery Machinery Co., 2815 Main St.
 United Iron Works Company, 2101 Magnolia Bldg.
 York Ice Machinery Corp., 2225 S. Lamar St.

Registers—Autographic

Texas Paper Company (M), 1200 Patterson Ave.

Restaurants and Cafes

Cain's Barbecue Stands, 304 S. Ervay St.
 Duntion's Cafeteria, 1505-7 Elm St.
 El Fenix Cafe, 1608 McKinney Avenue.
 Golden Pheasant Restaurant, 1507 Commerce St.
 Goodman's Cafeteria, 3833 Cedar Springs Rd.
 Gradwohl's, 1209 Commerce St.
 Highland Park Cafeteria, 3212 Knox St.
 Interurban Cafe, Interurban Bldg.
 Jefferson Cafe, 312 So. Houston St.
 Joseph's Cafe, 1415 Commerce St.
 Louis & Joe's Delicatessen, 1312 Main St.
 Magnolia Cafe, 106 S. Akard St.
 Moore Cafe, 1206 Main St.
 Murphy Street Sandwich Shop, 110 Murphy St.
 Pig Stands Company, Inc. (Pig Stands), 3716 Maple Ave.
 Union News Company, Union Terminal Bldg.
 West End Cafe, 603 Main St.

Restaurant Equipment

Hill & Company, B. F., 1709-11 Young St.
 Huey & Philp Hardware Co., 1029 Elm St.
 Sanitary Construction Company, 1810 Orange St.
 Vitrolite Construction Co., 3207 Commerce St.

Restaurant and Hotel Supplies

Dennery Inc., Chas., 2824 Williams St.

Road Builders

Eproson & Company, 906 Southwestern Life Bldg.
 Smith Bros., Inc., 1201 Santa Fe Bldg.

Road Machinery

Austin-Western Road Machinery Co. (FB), 1306 S. Lamar St.
 Bartholow Co., J. W. (MA), 1221 So. Lamar St.
 Crane Company, F. C., 1301 S. Lamar St.
 Lone Star Road Machinery Co., Inc., 2003 S. Akard St.

Roofing

American Roofing Co. (Composition) (FB), 3213½ Ross Ave.
 Berger Mfg. Company. (M-FB), Corinth & Pearl Sts.
 Burnett Roofing Company (Slate), 3202 McKinney Ave.
 Chase Brass & Copper Company (FB), 1513 Amer. Exchg. Bank Bldg.
 Dallas Roofing Co., 506 So. Pacific Ave.
 Huttig Sash & Door Co. of Texas (M), 304 N. Crowds St.
 New Process Roofing & Supply Company (M), 802 Cadiz St.
 Rogers Asbestos Co., 947-51 Lamar St.

Rubber Goods

Butler Brothers (W), Ervay & Young Sts.

Rubber Stamps

Glover Rubber Stamp Company (M), 901½ Elm St.
 Lake & Co., Inc., Fred L. (M), 1015 Elm St.

Rug Renovators

Oriental Rug & Carpet Company, 3907 Ross Ave.

Rugs and Linoleums

Butler Brothers (W), Ervay & Young Sts.
 Congoleum-Nairn, Inc. (FB), (Goldseal & Nairn), 1209-10 Southwestern Life Bldg.
 Oriental Rug & Carpet Cleaning Company (RM), 3907 Ross Ave.
 Peck & Hills Furniture Company (W), 2300 S. Harwood St.
 Volker & Company, William (FB), Santa Fe Bldg., Unit No. 3.
 Wheat & Company, C. W. (MA), Santa Fe Bldg.

Safes, Cabinets and Vaults

Abbey Brothers, 1615 Bryan St.
 Askew Office Furniture Exchange, 310 N. Akard St.
 Clarke & Courts., 1506 Young St.
 Dorsey Company, The Commerce & Poydras Sts.
 Hargreaves Printing Co., 1013 Main St.
 Mosler Safe Co., 427 Santa Fe Bldg.
 Ott, Chas. 1007 Elm St.
 Remington Rand Business Service Inc., 1603 Commerce St.
 Stewart Office Supply Co., 1810 Main St.

Sales Books

Texas Paper Company (M), 1200 Patterson Ave.

Sales Research

Brown, E. H. 1434-35 Allen Bldg.

Salt

Morton Salt Company (W), 1008 Amer. Exchg. Bank Bldg.

Salvage

B & J Sales Company, 2528 Pacific Ave.
 Dallas Salvage Co., 1701 Griffin St.
 Dallas Wrecking Company, 414 Second Ave.
 Dobson & Company (WR), 2527 Elm St.
 Underwriters Salvage Co., of New York, 913 Amer. Exchg. Bank Bldg.

Sand and Gravel

Dallas Transportation Company, Bourbon & Eakin Sts.
 Dallas Washed & Screened Gravel Co., 912 Santa Fe Bldg.
 Gifford, Hill & Company, Inc., 611 North Texas Bldg.
 Smith Gravel Co., 1202 Southwestern Life Bldg.
 Trinity Farm Gravel Co., Record Crossing Road (Bx 1116).
 Vilbig & Company, J. Lee, 2517 Eakin St.

Sanitariums and Hospitals

Medical Arts Emergency Hospital, Medical Arts Bldg.
 Mutual Aid Hospital, 336 Wilson Bldg.
 Post-Graduate Clinic Hospital & Dispensary, 2400 San Jacinto St.
 Timberlawn Sanitarium, P. O. Box 1569.

Sash and Doors

Buell Lumber and Mfg. Co. (M), No. Hawkins & Central Ave.
 Clem Lumber Company (M), 2500 Live Oak St.
 Gilbert Manufacturing Co., The (Metal), 711-12 Marvin Bldg.
 Griffiths & Company, 918 S. Lamar St.
 Huttig Sash & Door Co., of Texas (M), 304 N. Crowds St.
 Moore & Company (M), 400 Main St.
 Roddis Lumber & Veneer Co. (FB), 2403 S. Harwood.
 Shiels, Elliott, Planing Mill Company (M), 4007 East Side Avenue.

Scales

Dillon Scale Repair Company, The, 2010-12 N. Lamar St.

Scenic Artists

King Scenic Co., 309 So. Harwood St.

School Books

American Book Co. (FB), 1304-6 Young St.
Ginn & Company (FB), 1913 Bryan St.
MacMillan Company, The (FB), 1701 Ross Ave.
Perry, Hugh, School Book Depository (W), 2015 Jackson St.
Practical Drawing Co. (FB), 2205 S. Lamar St.
Southern Publishing Co. (W), 6th Fl. Santa Fe Bldg, Unit No. 4.
Walraven Book Cover Company, A. T., (M), 1507 Caruth St.

School and Church Furniture

Bickley Brothers, 309 S. Harwood St.
Bryant, C. A. & Co. (W), 807-9 Elm St.

School Supplies

Bickley Brothers, 309 S. Harwood St.
Bryant, C. A. & Company, (W), 807-9 Elm St.
Butler Brothers (W), Young & Ervay Sts.
Educational Equipment Co. (WR), (Motion Picture, Machines & Films), 1913 Commerce St.
Ginn & Company, (FB), 1913 Bryan St.
Hixson, W. C. (MA), 1610 Main St.
Perry, Hugh, School Book Depository (W), 2013 Jackson St.
Practical Drawing Co. (FB), 2205 S. Lamar St.
Walraven, A. T. Book Cover Co., (M), 1509 Caruth St.

Schools and Colleges

Brewer, C. P. (Ext. Div. U. of Tex.), care Univ. of Texas, Austin, Texas.
Good & Foster (Flying), Hangar No. 1, Love Field.
Neuman, Joseph B. (Dancing), 1615½ Elm St.
Southern Methodist University, Dallas, Tex.
Terrill School, 4217 Swiss Ave.
Travel Air Ways Company (Flying), Hangar No. 4 Love Field.

Screens

Acme Screen Company (M), 915 S. Peak St.
Clem Lumber Company (M), 2500 Live Oak St.

Seeds

Hardie, David, Seed Company (WR), 1716-18 Bryan St.
Lang Floral & Nursery Co., (R), 1214 Main St.
Nicholson, Robert, Seed Co. (WR), 2118 N. Lamar St.
Platter, Chas. H. (Cotton Seed for Planting Purposes), (W), 1213 Commerce St.
Sherman-Magnolia Seed Company (WR), 945 S. Lamar St.
Southland Seed Company, 912 Elm St.
Texas Seed & Plant Company, First & Jefferson Aves.

Sewing Machines

Kilman, J. N. (MA), Aet., Singer Sewing Machine Co., 1021 Santa Fe Bldg.
White Sewing Machine Co. (FB), 1930 Main St.

Shades and Curtains

Hall Curtain Corp., (M), (Automobile Shades), 1109-17 N. Lancaster Ave.

Sheet Metal Products

Art Metal & Model Works (M), 208 Henry St.
Atlas Metal Works (M), 2601 Alamo St.
Berger Manufacturing Co., (M-FB), Corinth & S. Pearl Sts.
Dallas Heating & Ventilating Co. (M), 2422 Alamo St.
Edwards Mfg. Co., of Texas (FB), Market & Collins St.
New Process Roofing & Supply Co. (M), 802-10 Cadiz St.
Smith & Rawlings (M), 1713 Young St.
Wyatt Metal & Boiler Works (M), West Dallas Pike.

Shirt Manufacturers

Benno Manufacturing Company, 1617 Main St.

Shoe Makers and Repairs

Munster, A. Sons Co., 1103 Elm St.
Zinke Re-Bottoming Shoe Co., Inc., 1605 Main St.

Shoes—Retail

Baker's Shoe Store, 1608 Elm St.
Dallas Nettleton Shoe Co., 1406 Main St.
Florsheim Shoe Store Co., 1508 Main St.
Hill, Mynatt Company, Sanger Bros. Basement.
Paul's Shoe Store, 1600 Elm St.
R. & S. Shoe Store, 1308 Elm St.
Thom McAn Shoe Store, 1610 Main St. & 2104 Elm St.
Volk Bros. Co., 1208 Elm St.
Walk-Over Boot Shop, 1218 Elm St.
Whiddons Shoe Store, 1809-11 Elm St.

Shoes—Wholesale

Aronoff Shoe Co., 1104 Commerce St.
Graham-Brown Shoe Co., Main & Austin Sts.
Jolesch Shoe Co., 1007 Commerce St.
Peters Branch International Shoe Co., Parlor J. Southland Hotel.
Red Wing Shoe Co., Santa Fe Bldg.
Williams, H. G., (Robert, Johnson, Rand Shoe Co.), Parlor W. Southland Hotel.

Show Cases and Store Fixtures

Adleta Show Case & Fixture Mfg. Co. (M), N. Akard & Cedar Springs Road.
Crowdus, J. W. Drug Company, The 1516 Commerce St.
Ferris Company, The 2033 Commerce St.
Largent, Lyons Company, 1300 Commerce St.
Thomas, Lawrence, Company, 207 S. Poydras St.

Signs

Beam-O-Lite Sign Company of Texas, 414 S. St Paul St.
(Illumination without Power).
Borich Sign Company (Commercial & Electric), 1800 Wood St.
Bounds Sign Company, 2025 Jackson St.
Brannon Studios, 1913 Commerce St.
Lewis System (Commercial), 2104 Main St.
McQueen, F., 1003½ Main St.
Southwest Re-Flex Sign Company (M), (Re-flex Daylite), 1209 Athletic Club Bldg.
Textile Electric Sign Co. (Metal), 4132 Commerce St.
Zimmerman, J. F. & Sons, 2126 Young Sts.

Silks—Wholesale

Schwarzenbach, Huber & Co., 611 Southland Life Bldg.

Soda Fountains and Supplies

Adleta Show Case & Fixture Mfg. Co. (M), N. Akard & Cedar Springs Road.
American Soda Fountain Co. (FB), 5311 Goodwin Ave.
Bishop & Babcock Sales Co., The (FB), 1107 Jackson St.
Brown, A. M., Supply Co. (MA), 1108 Commerce St.
Crowdus, J. W. Drug Company, The (MA), 1516 Commerce St.
Hill, B. F. & Company (MA), 1709-11 Young St.
Liquid Carbonic Co. of Texas, The (FB), 2nd Fl. Unit No. 2 Santa Fe Bldg.

Sporting Goods

Butler Brothers (W), Ervay & Young Sts.
Cullum & Boren Co. (WR), 1509 Elm St.
Dunn, B. A. Cycle & Sporting Goods Co. (R), Young & Akard Sts.

Huey & Philp Hardware Co. (WR), 1029 Elm St.
Lowe & Campbell Athletic Goods Company (WR), 1915-17 Commerce St.
Ott, Chas., 1007 Elm St.
Spalding & Bros., A. G. (RW), 1518 Main St.
Vaughan Corporation, Gordon (Athletic Uniforms & Gym Clothing), 1502-6 Cochran St.

Sprinkler Systems

Grinnell Company, Inc., The (FB), 1801 Santa Fe Bldg.
Martyn Bros., 911 Camp St.
Texas Automatic Sprinkler Company, 812 Santa Fe Bldg.

Stationery

Aldridge, A. D., 402 North Texas Bldg.
Barnard, Geo. D., Stationery Company (FB), Commerce & Poydras Sts., 3d Fl.
Bennett Printing Company (M), Corsicana Street & Park Ave.
Busch, Max (M), 910½ Elm St.
Clarke & Courts, 1506 Young St.
Cokesbury Press (Lamar & Whitmore), 1308 Commerce St.
Dorsey Company, The (M), Commerce & Poydras Sts.
Everts, Arthur A. Company (R), Main & Murphy Sts.
Exline & Lowdon Co. (M), 1818 So. Ervay St.
Grand Company Stores, Inc., F & W (R), 1003 Elm St.
Hargreaves Printing Co. (M), 1013 Main St.
Lamar & Whitmore (R), 1308 Commerce St.
Martin Stationery Co., 112 So. Poydras St.
Remington Rand Business Service Inc., 1603 Commerce St.
Stewart Office Supply Co., 1810 Main St.
Van Winkle, J. D. (R), 1609 Elm St.

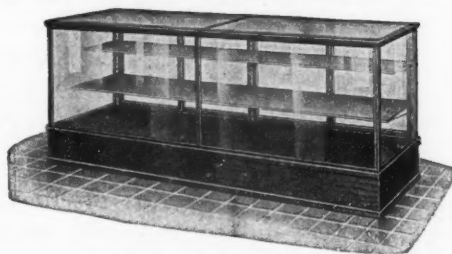
Steamship Agents

American Express Co., 1306 Commerce St.
Caldwell & Company of Texas, 809 Cotton Exchange Bldg.
Conard Steam Ship Company, Ltd., 1322 Athletic Bldg.
Mallory Steamship Co., 922 Kirby Bldg.
Matson Navigation Company, 1303 Athletic Bldg.
Riebe, F. O. 907 Cotton Exchange Bldg.
Southern Steamship Company, 1217 Kirby Bldg.

ATLAS Metal Buildings

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ADLETA SHOW CASE & FIXTURE MFG. CO.

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Dallas, Texas

Phone 7-6098

THE Dallas Market

has a large modern factory, comparing favorably with any in the country devoted to the manufacture of

**Show Cases
& Store Fixtures**
For All Lines of
Merchandise

Steel Buildings

Truscon Steel Co. (FB), 413 Constr. Indust. Bldg.
Wyatt Metal & Boiler Works (M), West Dallas Pike.

Steel Derricks

International Derrick & Equipment Co., 302 Magnolia Bldg.

Steel Lockers and Cabinets

Berger Mfg. Co. (M-FB), Corinth & Pearl Sts.
Hixson, W. C. (MA), 1610 Bryan St.

Steel Office Furniture

Berger Manufacturing Co., The (M), Corinth & Pearl Sts.

Steel Sash

Luptons Sons Constr. Co., David, 703 Constr. Indust. Bldg.
O'Hearn, J. L. 1230 Athletic Club Bldg.
Universal Building Products Co., 306 Constr. Indust. Bldg.

Steel Shelving and Bins

Berger Manufacturing Co., The (M-FB), Corinth & Pearl Sts.
Hixson, W. C. (MA), 1610 Main St.
Universal Building Products Co., 306 Constr. Indust. Bldg.

Steel Stacks

Chicago Bridge & Iron Work (FB), 1514-17 Magnolia Bldg.
Pittsburg-Des Moines Steel Company (FB), 1217-18 Praetorian Bldg.
Texas Boiler & Machinery Co., 3215 Hickory St.
Wyatt Metal & Boiler Works (M), West Dallas Pike.

Steel and Wire

American Steel & Wire Company (FB), 1301 Praetorian Bldg.
Mosher Steel & Machinery Co. (M), Maple Avenue Road.
Pittsburgh Steel Co. (FB), 713 Central Bank Bldg.
Sedwick, W. A. (MA), 401 Constr. Indust. Bldg.
Southern Ornamental Iron Works (M), Box 278, Arlington, Texas.
Southern States Steel Co. (M), 503 So. Haskell Ave.
Southern Supply Company, The (W), 209 No. Jefferson Ave.
Thompson, I. G. (MA), 804 Dallas Nat'l Bank Bldg.
Truscon Steel Company (FB), 413 Constr. Indust. Bldg.
Weaver Ornamental Iron Works (M), 1807 Carter St.

Steel—Structural

Austin Bros. (M), 1815 Coombs St.
Mosher Steel & Machinery Co. (M), Maple Avenue Road.
O'Hearn, J. L. 1230 Athletic Club Bldg.
Southern Ornamental Iron Works. (M), Box 278, Arlington, Texas.
Southern States Steel Co. (M), 503 South Haskell Ave.
Thompson, I. G. (MA), 804 Dallas Nat'l Bank Bldg.
Truscon Steel Co. (FB), 413 Constr. Indust. Bldg.

S. Koenigsberg,

Inc.

*Tailors and
Importers*

**NOW SHOWING
SPRING SUITINGS**

1306½ Main St.

SLAUGHTER MAYFIELD CO.

Tailors Since 1886

Southwestern Life Bldg.

Virginia Bridge & Iron Co., of Tenn. (FB), 1429 Kirby Bldg.
Weaver Ornamental Iron Works (M), 1807 Carter St.
Wyatt Metal & Boiler Works (M), West Dallas Pike.

Stereotypers

Western Newspaper Union, 606 So. Akard St.

Stocks and Bonds

Barnard, J. L. (Rep. National City Co.) 905 American Exchange Bank Bldg.
Commercial Trust Co., 613 Central Bank Bldg.
Cox, C. L., Marvin Bldg.
Exall-Roberts & Co., 1804 Allen Bldg.
Fullerton, A. G. & Company, 816 Kirby Bldg.
Garrett & Company, 707 Amer. Exchg. Bank Bldg.
Hibernia Securities Co., Inc., 806 Amer. Exchg. Bank Bldg.
Jarratt, J. E. Company, 1602 Republic Bank Bldg.
Leavell Company, 1411 Republic Bank Bldg.
Miller, Pat C. & Company, 801 Marvin Bldg.

Stone

Herget Cut Stone Company, Maple Ave. Rd., & M-K-T Ry.
Oates, Ernest, 8125 Routh St.
Southwest Stone Company (Crushed Stone), 404 Santa Fe Bldg.

Store Equipment

Adleta Show Case & Fixture Mfg. Co. (M), N. Akard & Cedar Springs Road.
Friedrich, Ed. (FB), 2012 Commerce St.
Hill, B. F. & Co. (MA), 1709-11 Young St.
Standard Fixture Company (M), (Display Fixtures), 1112 Commerce St.
Thomas, Lawrence, Company 207 S. Poydras St.

Stoves—Wholesale

Perfection Stove Co., (FB), (Oil), 825 Trunk Ave.
Texas Quick-Lite Company, 409 N. Akard St.

Street Lighting

Southwest General Electric Supply Co., 1801 No. Lamar St.

Sugar

Imperial Sugar Company, (W), 618-21 Mercantile Bank Bldg.
Meinrath Brokerage Co. (W), 420 Mercantile Bank Bldg.
Overton, W. W. & Company (W), 618-21 Mercantile Bank Bldg.
Quillian & Maupin (W), (Rep. American Sugar Refining Co.), 1816 Magnolia Bldg.

Surgical Instruments

Cary Co., A. P. Medical Arts Bldg.
McClure, E. H. Co., Inc., 1908 Live Oak St.

Syrup and Molasses

New Orleans Coffee Co., (Western Sales Mgr), 405 Slaughter Bldg.

Tablet Manufacturers

Southwest Tablet Mfg. Co. (M), 2501 Cleveland St.

Tags and Labels

Aldridge, A. D. (Cotton Tags), 402 North Texas Bldg.
Dennison Manufacturing Co. (FB), 406 Santa Fe Bldg.
Tigert Printing Co., 2112½ Jackson St.

Tailors

Book, M. J., 204-5 Continental Bldg.
Gray & Graham Co., 1009 Main St.
Kaplan-Cohen Co., 1021 Main St.
Koenigsberg, S. Inc., 1306½ Main St.
Slaughter-Mayfield Co., 207 Southwestern Life Bldg.

Tailors' Supplies

Dallas Tailors' Supply Co. (W), 311 So. Akard St.
Star Service Hanger Company, 2404 Summer St.

Tank Cars

Conley Tank Car Company, 2201 Magnolia Bldg.

Tank Car Repairs

Wyatt Metal & Boiler Works, West Dallas Pike.

Tanks, Towers and Stand Pipes

Chicago Bridge & Iron Works (FB), 1514-17 Magnolia Bldg.
Pittsburg-Des Moines Steel Co. (FB), 1217 Praetorian Bldg.
Texas Boiler & Machinery Co., 3215 Hickory St.
Wyatt Metal & Boiler Works, West Dallas Pike.

Tanks—Truck

Leland Equipment Company, 1916 Canton St.
Wyatt Metal & Boiler Works, West Dallas Pike.

Tanks—Underground

Wyatt Metal & Boiler Works, West Dallas Pike.

Toxicabs

Adolphus Auto Rent Co., 1326 Commerce St.
Nichols Bros., Garage, 1320 Commerce St.
White Cab Co., 2001 Main St.

Taxidermist

Mayer, W. A. Naturalist, 2717 Live Oak St.

Telegraph Companies

Postal Telegraph-Cable Co., 1011 Main St.
Western Union Telegraph Co., 601 Masonic Bldg.

Telephone Companies

Southwest Telephone Company, The, 3901 Main St.
Southwestern Bell Telephone Co., Telephone Bldg.

Telephone Supplies

Electric Appliance Co. (W), 409 Browder St.
Southwest General Electric Supply Co. (FB), 1801 No. Lamar St.

Tent and Wagon Sheet Manufacturers

Dallas Tent & Awning Co. (M), 3401 Commerce St.
Fulton Bag & Cotton Mills (M), Preston & Pacific Avenue.
Southern Supply Co., The, 209 N. Jefferson Ave.

Theatres

Capitol Amusement Company (Capitol Theatre), 1521 Elm St.
Majestic Theatre, 1921 Elm St.
Melba Theatre, 1913 Elm St.
Old Mill Theatre, 1625 Elm St.
Palace Theatre, 1623 Elm St.
Public Theatres Corp. (Palace and Melba), 1623-25 Elm St.
Showhouse, The 318 N. St. Paul St.

Theatre Organs and Electric Pianos

Pierce, Phil H. Co., The 1805 Commerce St.
Southern Pipe Organ Company, 1913 Commerce St.
Whittle Music Co., D. L., 1213 Elm St.

Theatrical Equipment

Bickley Brothers, 309 S. Harwood St.
Educational Equipment Co., 1913 Commerce St.

Threshing Machines

Case, J. I. Threshing Machine Co., 300 N. Austin St.

Tile—Floor and Wall

McQueen & Company, 1901 N. Harwood St.
Republic Tile Company, 701 S. St. Paul St.

Tin Cans

American Can Company (FB), 704 Southwestern Life Bldg.
Thompson Can Company (M), 1304 So. Austin St.

Tires and Accessories—Retail

Bunn, Jack Tire Company 1328-30 Young St.
Dunlap-Swain Tire Company, 508 N. Harwood St.
Hawkins Tire & Battery Co., 610 Jackson St.
Robertson-Skaggs Tire Co., Maple Ave. at Lucas.

Safety Tire Co., Young & St Paul Sts.
Western Auto Supply Co., 2100 Commerce St.
Thompson, Hess & Jess, Inc., 2011 N. Harwood St.

Tires and Tubes—Wholesale

Ajax Rubber Co., Inc. (FB), 421 Lacy St.
Akers, P. E., 3720 La France St.
Bunn, Jack, Tire Company, 1328-30 Young St.
Cooper Corporation, The 301 N. Market St.
Dunlop Tire & Rubber Co., of Buffalo, N. Y. (FB), 1710 Carter St.
Eak Tire Company, Inc., (FB), 2504 S. Ervay St.
General Tire & Rubber Co., of Texas (FB), 2109 Commerce St.
Goodrich, B. F. Rubber Co. (FB), 1201 Young St.
Jackson-Stephens Co., 2022 Commerce St.
Kelly-Springfield Tire Co. (FB), 2217 Laws St.
Mohawk Rubber Co., of N. Y., Inc., The (FB), 1801 Griffin St.
Padgett Bros. Co., 1020 Commerce St.
Pennsylvania Rubber Co., of America (FB), 2407 S. Ervay St.
Robertson-Skaggs Tire Co. (W), Maple Ave. at Lucas.
Shook Rubber Co. (Federal), 2500 South Ervay St.
Thompson, Hess & Jess, Inc., 2011 N. Harwood St.
United States Rubber Co. (FB), Santa Fe Bldg., Unit No. 4.

Tire Service and Repairs

Bunn, Jack, Tire Company, 1328-30 Young St.
Dunlap-Swain Tire Co., 508 N. Harwood St.
Hawkins Tire & Battery Co., 610 Jackson St.
Safety Tire Co., Young & St. Paul Sts.
Thompson, Hess & Jess, Inc., 2011 N. Harwood St.

Title Guaranty Companies

Dallas County Abstract & Title Co., 1007 Main St.
Dallas Title & Guaranty Co., 1303 Main St.
Stewart Title Guaranty Co., 1221 Main St.

Toilet Preparations

Clancey Sales Organization, 419-21 So. St Paul St.
Colgate & Company, (L. R. Puff), (MA), 1711 Santa Fe Bldg.
Johnson & Johnson (W), 5515 Hudson St.
Krank, A. J., Mfg. Co. (W), 905 Republic Bank Bldg.
Lirk Medicine Co., Dr., (M), 2644 Elm St.
Wechsel Company, The (M), 1105 Jackson St.

Tool and Die Manufacturers

Kennedy Machine & Brass Company, 3104 Oak Lane St.
Long Machine, Tool & Die Company, 208 N. Crowds St.
Perfection Machine, Tool & Die Company, 3027-29 Elm St.

Towel Supply


Cannon Ball Towel Supply Co., 2011 Orange St.
Dallas Towel Supply Co., 2509 Commerce St.

Cannon Ball Towel Supply Company

2009 Orange St. Dallas, Texas

Everything furnished in the
Towel Supply Line

Service Unexcelled Phone 2-2736



Boy Friend—GOODYEARS—at last!

Girl Friend—You're a dear—now you can give ME some of the attention you've been giving the tires.

SAFETY

Tire Company
Goodyear Distributors
Young at St. Paul
7-3177

Federal

Double Blue Pennant Heavy Duty Balloon Tires
The Traveling Man's Favorite

Bigger, Better and Longer Wearing
Extra Plies of Equal Tension Cord
Full Air Chamber, Not a Standard
Tire of Six Plies, But a Special
Built Tire of Six Plies

If you want the best take no substitute
*Insist that it be a **FEDERAL (Double Blue Pennant)***

Distributed by
COX, Inc.
317-325 N. ST. PAUL STREET

Tractors

Case, J. I. Threshing Machine Co. (FB), 300 N. Austin St.
 Deere, John, Plow Co. (FB), 501 Elm St.
 F-D Equipment Company, (Fordson), 1115 St. Mary's St.
 Fishburn Motor Co., (Fordson), 101 N. Houston St.
 Flippin Auto Co. (Fordson), 1917 Ross Ave.
 George, R. B. Machinery Co., 302 N. Market St.
 International Harvester Co., of America (FB), 211 No. Austin St.
 Lamberth Motor Co. (Fordson), 3800 Main St.
 Morris, John E., Company (Fordson), 120 N. Lancaster Ave.
 Rose-Wilson Co. (Fordson), 1218 S. Ervay St.
 Shelton, J. H. (Fordson), 2311 Main St.
 Southern Rock Island Plow Co. (FB), 401 Elm St.

Traffic Consultants

Darwin & Matthews, (Freight), 1906 Santa Fe Bldg.
 Interstate Traffic Company, 1110 Santa Fe Bldg.
 Texas Freight Audit Bureau, 514 Slaughter Bldg.

Transfer and Storage

A. B. C. Transfer Company, 913 Marion St.
 American Transfer & Storage Co., 2615 Elm St.
 Atlas Transfer & Storage Co., 1307-9 Pacific Ave.
 Big A Transfer & Messenger Service, 1913 Live Oak St.
 Binyon-O'Keefe Motor Freight Lines, 410 So. Poydras St.
 Cathey Bros-Alexander Furniture Co., Inc., 1001 Elm St.
 Dallas Baggage & Cab Company, 1207 Patterson Ave.

Dallas Storage & Warehouse Co., 1026 Young St.
 Dallas Transfer & Terminal Warehouse Co., 2nd Unit, Santa Fe Bldg.
 Edwards Transfer Co., The 1100 Ross Ave.
 Interstate Fireproof Storage & Transfer Co., Interstate Forwarding Bldg, Cor. Pacific & Market St.
 Interurban Express & Baggage Lines, 104 Interstate Bldg., 307 N. Market St.
 Johnson Storage & Distributing Co., 265 W. 15th St., Ft. Worth, Texas.
 Merchants Fast Motor Lines, 1105 So. Lamar St.
 Merchants' Fireproof Storage Co., 1301 Broom St.
 Nichols-Gillette Co., 1710 Carter St.
 Packer Storage Company, 408-10 N. Lamar St.
 Pulliam Transfer & Storage Co., 2501 Floyd St.
 Texas Furniture & Storage Co., 2111 Elm St.
 Texas Warehouse & Forwarding Co., Inc., 2320 Griffin St.
 Trinity Storage Warehouse Co., 3201 Worth St.
 Word, J. P., 416 So. Lamar St.

Travelers Service

American Express Co., (World Wide Tours, Travelers Cheques, Del. of Travelers Cheques Abroad), 1306 Commerce St.

Trucks—Lift

Cowles & Company (MA), 721 Mercantile Bank Bldg.

Trucks—Motor

Autocar Sales & Service Co. of Texas (FB), 2701 Main St.
 General Motors Truck Co. (FB), (GMC Trucks), 4121 Commerce St.
 Indiana Truck Corp. of Texas (FB), 4131 Commerce St.

Mack-International Motor Truck Co. (FB), 4900 S. Ervay St.
 Perry Motor Co. (Graham Bros. Trucks), 2121 Pacific Ave.
 Southern Fire Apparatus Company (Fire), (M), Love Field.
 White Company, The (FB), 2000 So. Ervay St.

Truck Trailers

Highway Trailer Company (FB), 1801 Market St.
 Leland Equipment Company, 1916 Canton St.

Trunks and Traveling Bags

Padgett Bros., Co. (WM), 1029 Commerce St.
 Pollack, Henry, Trunk Co., (M), 1912 Elm St.
 Wilkins Trunk Mfg. Co. (M), 1109 Elm St.

Trust Companies

American Trust Company, Fidelity Union Bldg.
 Dallas Union Trust Company, 502 Dallas Nat'l Bank Bldg.

Type Founders

Barnhart Bros. & Spindler (FB), 1102 Commerce St.

Typewriters and Supplies

American Writing Machine Co. (FB), 1513 Commerce St.
 Dallas Typewriter & Supply Co., 1519 Commerce St.
 Ewing, S. L., Company, 1605 Commerce St.
 International Distributing Company, 724 Santa Fe Bldg.
 Kee Lox Manufacturing Co., 511 Simpson Bldg.
 Remington Rand Business Service, Inc., 1603 Commerce St.
 Smith, L. C. & Corona Typewriters, Inc. (FB), 1605 Commerce St.
 Texas Ribbon & Carbon Company, (Old Dutch Line), 912 Republic Bank Bldg.
 Underwood Typewriter Co. (FB), 1519 Commerce St.
 United States Manifold Co., 1314½ Main St.

Undertakers

Community Chapel-Schaeffer-Weever, Inc., McKinney Avenue at Routh St.
 Lamar & Smith, 800 W. Jefferson Ave.
 Loudermilk-Sparkman Co., 2115 Ross Ave.
 Smith, Ed C. & Bro. Undertaking Co., Inc., 1811 Ross Ave.
 Weiland Undertaking Co., Chas F. 517 No. Ervay St.

Undertakers' Supplies

Dallas Coffin Co. (M), 1321 S. Lamar St.
 National Casket Co. (M), 1601 S. Lamar St.

Utility Information

Texas Public Service Information Bureau, 412 Santa Fe Bldg.

U. S. Weather Bureau

Cline, Joseph L., Cotton Exchange Bldg.

Vacuum Cleaners

Air Way Branch of Dallas (FB), 509 Burt Bldg.
 Eureka Vacuum Cleaner Co., 208-9 Liggett Bldg.
 Hoover Co., The, 3804 Cedar Springs Road.

Venetian Blinds

Bostwick-Goodell Venetian Blind Co., 1613 Bryan St.

Ventilating and Cooling Systems

Buffalo Engineering Company, Inc., 311 S. Harwood St.

Vitrolite

Vitrolite Construction Co., The (Wainscot & Table Tops), 3207 Commerce St.

Wagons and Carriages

Avery, B. F. & Sons Plow Co. (FB), Pacific & Market Sts.
 Deere, John, Plow Co. (FB), 501 Elm St.
 Southern Rock Island Plow Co. (FB), 401 Elm St.

Wall Paper

Booth Lumber & Loan Co. (R), 816 S. Haskell.
 Cook Paint & Varnish Company (FB), 1019 Elm St.
 Dallas Paint & Wall Paper Co. (RW), 412 N. St. Paul St.
 Diamond Paint & Wall Paper Co. of Texas (W), 1001-7 Ross Ave.
 Fink, Sam A. (R), 2603 Elm Street.
 Johnston Wall Paper & Paint Company, Ford (WR), 1401-03 Pacific Ave.
 Moore Wall Paper & Paint Company (WR), 417 N. Harwood St.

WE have very desirable office space arranged with warehouse or exhibit space adjacent thereto



The service you buy from us is based on forty years of experience.

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 Our facilities unequalled in the South

Dallas Transfer & Terminal Warehouse Co.

SECOND UNIT, SANTA FE BUILDING

DALLAS, TEXAS

Leland Equipment Co.

1916 Canton St. 7-6210

Distributing

Columbian Truck Tanks
 Trailmobile 4 Wheel and Semi Trailers
 Spencer Pole Trailers
 Highland Enclosed Truck Cabs
 Gruss and Westinghouse Air Springs
 St. Paul Hoists
 Steel Dump Bodies
 Protectomotor Air Filter
 Braden Wheel Winches
 Hobbs Hand Winches
 Chains—Load Binders—Blocks
 Winch Cables

**S. L. Ewing Company**

TYPEWRITERS

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 2-3026 Dallas

JOHN SCHWARZ
 Phone 2-5708
 DALLAS
 TYPEWRITER &
 SUPPLY CO.

Standard and Portable
 Typewriters
 1519 Commerce St.

**INTERNATIONAL**

HARVESTER
 TRUCKS
 COMPANY

Dallas

Elm and Jefferson

Sherwin-Williams Co., The (RW), 1621 Wall Street.

Warehouse Companies

American Transfer & Storage Co., 2615 Elm Street.
Clancey Sales Organization, 419-21 South St. Paul St.
Dallas Storage & Warehouse Co., 1926 Young St.
Dallas Transfer & Terminal Warehouse Co., Unit No. 2, Santa Fe Bldg.
Interstate Fireproof Storage & Transfer Co., Interstate Forwarding Bldg., Cor. Pacific & Market Sts.
Merchants' Fireproof Storage Co., 1301 Broom St.
Morgan Warehouse & Commercial Company, 1917 N. Houston St.
National Warehouse & Forwarding Co., 2300 S. Harwood.
Nichols-Gillette Co., 1710 Carter St.
Packer Storage Company, 408-10 N. Lamar St.
Pulliam Transfer & Storage Co., 2501 Floyd St.
Shippers' Compress & Warehouse Co., 707 Cotton Exchange Bldg.
Texas Warehouse & Forwarding Co., Inc., 2320 Griffin St.
Trinity Storage Warehouse Company, 3201 Worth St.

Washing Machines

Maytag Southwestern Company (FB), 2011 Main Street.

Water—Mineral and Electrified

Dallas Distilled Water Co., 721 Brazos St., near Lancaster Ave.
Electrified Water Company, 2609 So. Ervay St.
Ozarka Water Company, 4036 Commerce St.

Water Heaters

Cole Mfg. Co. (M), 2403 S. Harwood St.
Sands Heater Company, 404 N. St. Paul St.
Texas Quick-Lite Company (W), 409 N. Akard St.
United Heater Corporation (M) (Banner & Torrid), 1617 Pacific Ave.

Water Proof Clothing

United States Rubber Co. (FB), Santa Fe Bldg., Unit No. 4.

Water Proofing

Nichols Co., S. W., 209 Exposition Ave.

Waterworks and Sewer Contractors and Engineers

Chicago Bridge & Iron Works, 1514-17 Magnolia Bldg.
Cullum, W. G., 905 Allen Bldg.
James Contracting Co., 805 Trunk Ave.
Morey & Morey, 417 Praetorian Bldg.
Municipal Engineering Co., 1107 Athletic Club Bldg.
Pittsburg-Des Moines Steel Co., 1218 Praetorian Bldg.

Waterworks Supplies

Chase Brass & Copper Co. (FB), 1513 Amer. Exchg. Bank Bldg.
Chicago Bridge & Iron Works (FB), 1514-17 Magnolia Bldg.
Foster Wheeler Corporation (FB), 2001 Republic Bank Bldg.
Morey & Morey, 417 Praetorian Bldg.
Nephtune Meter Co. (FB), 2014 Commerce St.
Pittsburg-Des Moines Steel Co. (FB), 1217 Praetorian Bldg.

Wax Paper Manufacturers

Dixie Wax Paper Co. (M), 1300 S. Polk St.

Welding

Art Sheet Metal & Model Works, 208 Henry St.
Kennedy Machine & Brass Company, 3104 Oak Lane St.
Mayhew Machine & Engineering Works, 2713 Commerce St.
National Welding & Grinding Co., 1715 Young St.

Well Drilling Contractors

Dearing, R. H., & Sons, 801 Allen Bldg.

Window Cleaning

Dallas Window Cleaning Company, 1330 1/2 Commerce St.

Windmills and Towers

Aermotor Company (FB), Summer & River Sts.
Fairbanks-Morse & Company (FB), 1713 N. Market St.
Pierce, W. M. (MA), 701 Elm St.
Southern Plow Co., The (MA), 608 Elm Street.

Window Shades—Wholesale

Breneman, Chas. W., Company, The (FB), 2508 Commerce St.
Volker & Company, Wm. (FB), Unit No. 3, Santa Fe Bldg.

Wire and Iron

American Steel & Wire Company (FB), 1301 Praetorian Bldg.
Sedwick & Co., W. A. (MA), 401 Constr. Indust. Bldg.
Southern Ornamental Iron Works (M), Box 278, Arlington, Texas.
Southern Supply Company, The (W), 209 N. Jefferson Ave.
Weaver Ornamental Iron Works (M), 1807 Carter St.
Western Metal Mfg. Co. (M), 831 Fourth St.

Woodenware

Butler Brothers (W), Ervay & Young Sts.
Dallas Cooperage & Woodenware Co. (M), C and 15th St.

Work Clothing

Butler Brothers (W), Young and So. Ervay Sts.
Carhartt, Hamilton Overall Co. (M), 3028 Commerce St.
Grand Company Stores, Inc., F. & W. (R), 1008 Elm Street.
Higginbotham-Bailey-Logan Co., Jackson & Lamar Sts.
Motor Suit Manufacturing Company (M), 107 N. Austin Street.
Perkins Dry Goods Co. (W), 708 Jackson St.
Sanger Bros (R), Main & Lamar Sts.
Vaughan-Hinckley Company (M), 1601-11 S. Ervay St.

X-Ray Equipment

Acme International Sales Company, 212 Medical Arts Bldg.
Victor X-Ray Corporation (FB), 316 Medical Arts Bldg.

Yeast

Fleischmann Co. (FB), 2701 Williams St.

Serving the Southwest

(Continued from page 9)

heart of the city to stage a brief concentrated community advertising project, and is discussing plans for a sustained campaign similar to that of Dallas; San Antonio is doing some advertising on a small scale, and seriously discussing a campaign of proportions comparable to the Dallas project; several Arkansas cities and health resorts are using radio and white space to tell of their advantages. There is an all-South advertising movement already under way, and talk of an all-Texas co-operative advertising campaign is being heard more and more frequently.

Dallas, of course, will benefit from all this advertising, matured and prospective, for whatever builds the

Southwest builds Dallas. A short-sighted view might lead the superficial observer to believe that the competitive feature of so much Southern and Southwestern advertising might be a disadvantage to the individual cities sponsoring publicity projects; but the observer who is well-informed upon the almost unlimited possibilities for development in the Southwest realizes instantly that the cumulative effect of spreading knowledge of this great, unworked mine of prosperity and business and industrial development is the best insurance that there will be a sufficiency of business, industry and prosperity for every Southwestern city.

An example of how this theory works out may be cited from the field of local industry. A few years ago, where there was only one manufacturer of women's millinery in Dallas, Southwestern merchants bought their stocks largely from Kansas City, St. Louis or New York. Today, with Dallas as one of the three largest centers of this industry in the United States, has come recognition of the city as a buyers' market for millinery, and every individual firm engaged in the business finds it easier to sell its output.

That is a parallel to the problem of the Southwestern communities, which is to sell the United States first, on the Southwest, and then it will be increasingly easier to build great cities from the vast group of prospects who have become "Southwestern conscious."

Exclusive PRESCRIPTION PHARMACY

Prescriptions and Sick Room
Supplies Only
Phone 2-5445, Pacific and Ervay
DALLAS, TEXAS

**MAKE
YOUR SYSTEM
FIT YOUR
BUSINESS**

W.F. CARTER, JR.
CERTIFIED PUBLIC ACCOUNTANT
DALLAS, TEXAS

Phone 2-3527 807 Dallas National Bank Bldg.

THE PIVOTAL POINT

of the

Dallas Wholesale Market



Wholesale Merchants Building

6,500 square feet now available

*The home of scores of
wholesalers and
manufacturers*

Plans for Rotary Convention Complete

The gathering in Dallas of 10,000 to 15,000 delegates and visitors to the Twentieth Annual convention of Rotary International, May 27-31, presents one of the greatest—if not the greatest—opportunities that have ever come to Dallas and the Southwest to “sell themselves” to the greatest group of prospects in America, according to members of the Dallas Rotary Club, the host organization.

The visitors to the Rotary convention, they point out, are members of Rotary clubs in every important city and town in America, and in the principal cities of 46 foreign countries. These men, chosen for membership in Rotary because they are the recognized leaders in their individual lines of business in industry in their respective cities, consequently make up the pick of the executive brains and ability of business and industry.

These executives are the class to whom Dallas and other Southwestern cities are appealing in the advertising campaign, and in their efforts to “sell” their communities and their section to the world. They are the men who establish branch offices, move industrial enterprises, seek out new markets and local distribution plants.

It is conceded by advertising experts that the best result that can be expected from community advertising campaigns, such as the splendid one being carried out by Industrial Dallas, Inc., is to put the city in touch with the executive who is interested in it. The job of “selling” these executives on any city as a location for a branch office, plant or factory, is almost invariably done in person, on the ground, in the city that seeks to sell itself.

The Rotary officials therefore point out, that when the Rotary delegates reach Dallas, the circumstances are ideal for Dallas to make an ideally perfect presentation of itself and its advantages. The visitors are executives—not subordinates—the right men in their organizations to direct the appeal to; they are not burdened with business cares at the time, but will have come to Dallas for a five-day holiday, combined with some stimulating study and contact with others of their class; and best of all, they will be right on the ground, where the advantages of Dallas as a thriving business center, a growing manufacturing center, the financial and business capital of the Southwest, a beautiful and comfortable place to live in—all may be actually seen by the visitors in a far more graphic and colorful presentation than ever could be made by mail or by word of mouth.

Thus it may be seen that the Rotary convention means far more to Dallas than the mere gathering together of a large group of visitors

who will have a good time for a few days, then depart, to forget and be forgotten.

It is for this reason that the host club is making intensive efforts, thru its numerous subcommittees, to bring dramatically to the attention of the whole people of Dallas and of Texas the fact they have a direct, personal interest in this great convention. Through a score of committees, including those on Community Cooperation, Street Decorations, Entertainment, etc., the significant meaning to Dallas of the Rotary convention is being told to Dallas. Newspapers, the radio, direct mail, and other forms of publicity are being utilized to deliver the message, and advance indications are that Dallas, as always keenly alert to a situation of this kind, will respond wholeheartedly to the call for a display of typical Dallas hospitality which will long be remembered by the visitors.

The Rotarians, incidentally, do many things differently from the ordinary convention. Conservative estimates place the amount to be spent by the delegates in Dallas during their visit here at \$1,500,000—yet no Dallas organization or individual will be asked to contribute a cent toward the entertainment of the convention, all expenses being borne by the International Rotary organization from its own funds.

Southwestern Sports

(Continued from page 10)

summer and fall months. The State Women's meet will be held in Dallas, and present indications point to a Dallas woman carrying off the laurels. This city claims some of the finest women players in the entire country.

Municipal golf tournaments will be held at Tenison, Stevens, Oak Grove and Randall parks and in July the champions of each park will clash in a play off for the city title. The winner will be entered in the State tourney in an attempt to bring back the coveted trophy to Dallas.

With Highland Park added to the high school city series, Athletic Director John M. Fouts expects 1929 to be the big year for the football players. Seven city teams will clash for local honors and then the winner will go into the district and perhaps the State race in quest of the much desired State championship cup.

Many experienced players will return to the high school teams next fall and the strength of each eleven is expected to be more formidable than the teams entered in the series last season.

The big question in sport activities is the success of the Southern Methodist Mustangs in the Southwestern

Conference race. Last year the team was a veteran one in every respect and players were touted as the very best in the conference. The showing turned out to be disappointing and has caused dopesters to underestimate the eleven this season.

It is hoped that the Mustangs not only come through the Conference race in great style, but also defeat the University of Nebraska in the October game. Authorities on sports say that if S. M. U. is successful, and if the other teams win in their respective fields, 1929 will go down in history as another Dallas year.

The city of the hour has an accomplishment to achieve in the field of sports.

New Air Mail Schedule

Consistent with its regular policy of endeavoring to render the best possible service to its patrons, the National Air Transport, Inc., has changed its schedule effective March 6th, so as to permit the northbound plane to leave Dallas at 7:30 P. M., instead of 7 P. M. There will be no change in the arrival time at any of the cities, the change being made possible through the new Falcon ships which were put on the run two months ago, and which have proved their value by the extraordinary speed with which they fly. The mail will continue to reach Chicago the following morning at 5:40 A. M., and New York at 7 P. M., and a corresponding saving of time to all Northern, Eastern and Western points. The Post Office Department has changed the time of collection, so that mail can be placed in the Main Post Office not later than 6:25 P. M., and the Young Street Station not later than 6:30 P. M. The pickup at the various air mail boxes is thirty minutes later than was formerly the case, and likewise there will be a little later deposit time at the chutes in the various office buildings.

However, as this mail reaches the Post Office during the peak load of the day, it is suggested that everyone mail early, in order to expedite the handling of the air mail through the Post Office, and to make sure that all of it is in the Post Office prior to the time of closing the pouch for dispatch to the airport.

National Councilor To Visit Central America

Colby E. Smith, Jr., local National Councilor, has been designated by the Southwestern Chautauqua to be spokesman for the entire group of the Chautauqua on their trip to Panama, Guatemala and Cuba. He will act as Director of Programs in the countries visited and will personally issue to the respective presidents of those countries an invitation to return this good-will tour by a visit of this country and especially the South. Each country will also receive a direct invitation to visit the State Fair of Texas. Councilor Smith, who is a director of the Junior Chamber, leaves March 14th for his southern trip.

Busy Men often prefer to "See" you by Telephone



YOUR customers are busy people. There are times when they prefer that you visit them by telephone. You save their time as well as your own.

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Study these key town maps. Cover more towns. Make more contacts. Use classified telephone directories to uncover new outlets. Develop each territory with savings in cost.

The quickest way to make the calls from each key town is by Sequence Lists. The Bell System Credit Plan makes it unnecessary to carry cash for the calls. It helps keep a record of all contacts.

Ask our local business office today for complete information.

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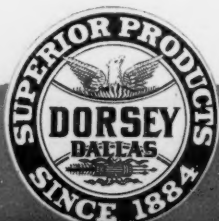
WE illustrate a night picture of our display showing a small portion of the office equipment that has been sold to the Dallas Factory Branch of the Buick Motor Company. Van Dorn desks, Colonial chairs and other necessary equipment by Dorsey create a beautiful ensemble that will prove a profitable investment to any business institution.

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